

STEPHANY CASTRUITA

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EDUCATION

Ph.D.	Marketing <i>The University of Texas at San Antonio</i>	Spring 2026
Master's	Business Administration (MBA) • Concentration in Information Systems <i>The University of Texas at San Antonio</i>	Fall 2018
Bachelor's	Information Systems Management, with Honors • Concentration in Marketing of Information Technology Products and Services <i>Monterrey Institute of Technology, Mexico City, Mexico</i>	Fall 2010
	Spent Junior semester at Texas State University in San Marcos, TX for Marketing; made Dean's List	Fall 2009

RESEARCH AND TEACHING INTERESTS

Research	Marketing Strategy with specific focus on: Digital Transformation, Innovation in Service Industries, Crisis Communication, Consumer Engagement and Loyalty, Applied Field Experiments, and the Business of Entertainment and Sports.
Teaching	Digital Marketing, Principles of Marketing, Marketing Strategy, Social Media Marketing, International Marketing, Marketing Analytics, Marketing Research, Brand Management, Consumer Behavior, Crisis Marketing, and Entertainment Marketing.

ACADEMIC EMPLOYMENT

Drake University Assistant Professor in Marketing	August 2026 - Present
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SELECTED WORKING PAPERS

“The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” with Michael Wu, Richard T. Gretz, Wyatt A. Schrock and Suman Basuroy. *Dissertation Essay 1 and Job Market Paper. Status: Working paper, preparing submission to Journal of Marketing.*

“The Hidden Costs of Promotional Messaging During Crisis Recovery: Field Experimental Evidence from the Movie Theater Industry” with Pallav Routh, Richard T. Gretz, and Suman Basuroy. *Dissertation Essay 2. Status: Conducting Literature Review and data exploration.*

“Segmentation Under Stress: Predictive Targeting and Heterogeneous Treatment Effects in a Real-World Field Campaign” with Richard T. Gretz, and Suman Basuroy. *Status: Conducting Literature Review and data exploration.*

“Equity in Access: How Targeted Promotions Can Reduce Barriers to Leisure Consumption Post-Crisis” with Richard T. Gretz, and Suman Basuroy. *Status: Conducting Literature Review and data exploration.*

“Taste and Timing: The Role of Narrative Pacing in Concession Choice and Consumption” with Richard T. Gretz, and Suman Basuroy. *Status: Data collection in progress.*

CONFERENCE PRESENTATIONS

Stephany Castruita, Michael Wu, Richard T. Gretz* and Suman Basuroy. (2024) “The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” University of Wisconsin Milwaukee Marketing Department Seminar Series.

Stephany Castruita, Michael Wu, Richard T. Gretz* and Suman Basuroy. (2024) “The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” VU Marketing Department Seminar Series, Vrije Universiteit Amsterdam.

Stephany Castruita*, Michael Wu, Richard T. Gretz and Suman Basuroy. (2024) “The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” Presentation at the American Marketing Association Winter Conference, St. Pete Beach, FL.

Stephany Castruita*, Michael Wu, Richard T. Gretz and Suman Basuroy. (2023) “The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” Invited Presentation, Mallen Motion Picture Economics Conference, Yeshiva University, University of Cambridge, University of Münster, Marketing Center Münster, and University of California at Los Angeles.

Stephany Castruita*, Michael Wu, Richard T. Gretz and Suman Basuroy. (2023) “The Financial Impacts of Digitization and Innovation on Movie Theaters Evidence from the Mexican Movie Market” Presentation at the 45th ISMS Marketing Science Conference, Miami, FL.

Note: The presenter is denoted by an asterisk.

TEACHING EXPERIENCE

The University of Texas at San Antonio

Instructor at UTSA:

- Digital Marketing
 - MKT4253 (In-Person class) – Average rating: 4.68/5 Fall 2024
 - MKT4253 (In-Person class) – Average rating: 4.79/5 Fall 2023
 - MKT4953 (In-Person class) – Average rating: 4.57/5 Spring 2023
- Principles of Marketing
 - MKT3013 (Asynchronous online) – Average rating: 4.49/5 Spring 2026
 - MKT3013 (Asynchronous online) – Average rating: 4.51/5 Spring 2026
 - MKT3013 (Asynchronous online) – Average rating: 4.50/5 Spring 2025
 - MKT3013 (Asynchronous online) – Average rating: 4.68/5 Spring 2025
 - MKT3013 (Asynchronous online) – Average rating: 4.51/5 Fall 2024

Key Responsibilities and Accomplishments:

- Developed and taught undergraduate marketing courses to class sizes ranging from 10 to 100+ students, blending asynchronous online formats with high-engagement in-person sessions.

Focused on building practical digital marketing competencies through hands-on projects, simulations, and real-time case discussions.

- Designed comprehensive syllabi that integrates key marketing frameworks with modern digital tools such as Google Analytics, Meta Ads Manager, and AI-powered content generation, emphasizing practical, data-driven decision-making.
- Promoted experiential learning by mentoring and leading UTSA students to their first-ever National Collegiate Digital Marketing Competition at Baylor University, where the team placed 4th and 13th overall against larger programs, showcasing the effectiveness of applied instruction and student resilience. (Spring 2025)
- Embedded real-world challenges in coursework, including website development, SEO audits, email marketing strategy, social media calendar planning, and ethical analysis of contemporary marketing campaigns using tools like Wix, Canva, and Stukent.
- Prioritized inclusive and student-centered instruction by tailoring teaching methods to diverse learning styles, inviting guest speakers from companies like Meta and TikTok, and mentoring underrepresented students to build confidence in marketing careers.

Teaching Assistant at UTSA:

2017 - 2018

- College of Business – Marketing Department

Key Responsibilities and Accomplishments:

- Provided administrative and instructional assistance to the Department Chair and 17 faculty members.
- Led hands-on lab sessions for undergraduate students (up to 15 per group), facilitating experimental marketing studies designed to generate raw data for faculty and Ph.D. research projects.
- Negotiated a data-sharing agreement with a private firm to access proprietary customer data from 2010 to 2017, significantly expanding the department's research resources. This agreement enabled cost savings for the university by securing the data at no cost, thereby eliminating the need for external data purchases.

Monterrey Institute of Technology

Teaching Assistant at Monterrey Institute of Technology:

2006 - 2010

- School of Engineering and Sciences

HONORS AND SCHOLASHIPS

Awards and Consortium Fellow:

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2024
- AMA Marketing Strategy Consortium Fellow, 2024
- Graduate School Professional Development Award, 2024
- Invited to present, Mallen Motion Picture Economics Conference, 2023
- ISMS Marketing Science Doctoral Consortium Fellow, 2023
- The PhD Excellence fund, UTSA Graduate School, 2023
- Carolan Research Institute Fund, UTSA Marketing Department, 2023
- ITESM “Beca de Excelencia”, ITESM Scholarship for Undergraduate Studies 2006-2010

INDUSTRY EXPERIENCE

Business Development Manager

Apr 2019 – Feb 2020

South Texas Janitorial Services. San Antonio, TX

Strategic Partnership Manager

Jun 2018 – Sep 2018

Google, LLC. Mexico City, Mexico

Digital Strategy Coordinator

Sep 2011 – Jun 2015

Cinepolis. Mexico City, Mexico

SKILLS**Quantitative & Statistical Tools:** Stata, R, SPSS, Python, SQL, Mplus**Experimental & Data Analysis Expertise:** Proficient in field experiment design, difference-in-differences estimation, causal inference, and marginal effects interpretation**Digital Marketing Platforms and Design Tools:** Google Analytics, Meta Business Suite, Stukent Simternship, Wix, Canva and Adobe Creative Suite (Photoshop, Illustrator, InDesign)**Teaching & Course Design Tools:** Canvas, Blackboard, McGraw-Hill Connect; Stukent**AI-Assisted Pedagogy & Content:** ChatGPT 4o, Copilot, Gemini, Gamma: for teaching support, writing enhancement, and creative assignments**Professional Software:** Microsoft Office Suite (Excel for data analysis, PowerPoint for lecture design)**Languages:** Spanish (native), English (fluent)

REFERENCES**Dr. Richard Gretz**

Associate Professor of Marketing

PhD Advisor

Carlos Alvarez College of Business, University of Texas at San Antonio

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