

# MELODY ALANIS

Curriculum Vitae

Texas A&M University  
2929 Research Pkwy, College Station, TX 77845  
Dept. of Kinesiology and Sport Management  
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## EDUCATION

<b>Texas A&amp;M University</b> Ph.D. in Health Education and Kinesiology Sport Management	College Station, TX May 2024
<b>Texas A&amp;M University</b> Master of Science in Health Education and Kinesiology	College Station, TX Summer 2020
<b>Texas A&amp;M University</b> Bachelor of Arts in International Studies	College Station, TX December 2018

## ACADEMIC APPOINTMENTS

**Visiting Assistant Professor**, College Station, TX

- Professor for Undergraduate and Master courses (**Sport Sales, Revenue Generating in Sport, Sport Marketing, and Sociology of Sport**).
- Developed course content.

**Instructor of Record**, College Station, TX

- Primary instructor for undergraduate courses in **Diversity in Sport Organization, Sport Communication, and Seminar of College Athletics**.
- Developed course content.

**Graduate Research Assistant**, College Station, TX

- Responsible for data collection, including conducting surveys and interviews, for various laboratory research projects.

### **JOURNAL ARTICLES**

1. **Alanis, M.**; Cunningham, G.B., & Brison, N. (2024) The fight in and out the ring for Mexican American women boxers. *Journal of Athlete Development and Experience*, 6(3) 156-173.
2. **Alanis, M.**; Cunningham, G.B.; Brison, N.; Lee, HW. (2024) Using sport to promote the wellbeing among Latinx immigrants in the United States. *International Review for the Sociology of Sport (aop)*
3. **Alanis, M.**; Cunningham, G.B., & Brison, N. (2024) “We are the minority”: Latinx student-athletes experiences within their Predominantly White Institutions. *Journal of Intercollegiate Sport*, 17(1), 1-24.
4. Pittman, R.; Piper, R., McCoy, W., & **Alanis. M** (2024) African American language in children’s literature. *Journal of Literacy Research*, 56 (2), 157-183.
5. Grizzard, B., **Alanis, M.**, Brison, N. (2023) Invisible Players: A scoping review of international student-athletes in US college sports. *International Journal of Sport Management*, 24, 266-289.
6. **Alanis, M.**; Cunningham, G.B., & Desimone, A. (2022) Underrepresented on the field and in the literature: A scoping review of Latinas in sport. *Women in Sport and Physical Activity Journal*, 30(1), 53-65 <https://doi.org/10.1123/wspaj.2021-0060>.
7. Guillermo, O.; **Alanis, M.**, & Smith, A. (2022) Examining how athletic staff influence Latinx college athletes’ intent to graduate. *Journal of Issues in Intercollegiate Athletics*, 15, 125-148.

### **BOOK CHAPTERS**

1. **Alanis, M.** (2023). Alex Rodriguez and Performance Enhancing Drugs. In Sanderson, J. (Eds.), *Corruption and Scandal in American Sports: Causes and Consequences*. Bloomsbury Publishing.

### **RESEARCH IN PROGRESS**

1. **Alanis, M.**, Neff, P., Isard, R., Cunningham, G. B., Brison, N., Melton, N. *Do Women even game? Yes, they do! Collegiate women’s experiences in esports*. [Data Collected and Manuscript in Development]
2. Kosari, F., **Alanis, M.**, & Brison, N. *Gender analysis and women polo players’ experiences: Comparing organizational cultures*. [Data Collected and Manuscript in Development]
3. **Alanis, M.** & Rocha Alves R. "All In!" Do Women Have a Seat at the Poker Table?: A Scoping Review of Women in Poker. [Data Collected and Manuscript in Development].

## CONFERENCE PRESENTATIONS

### ORAL PRESENTATIONS

1. **Alanis, M.** & Cunningham, G. B. (2021, October). *Challenging the Latina culture through us sports: A scoping review*. Paper presented at the annual conference of the European Association for Sport Management (EASM).
2. **Alanis, M.** & Cunningham, G. B. (2022, April.) *The fight inside and outside the ring for Latina women boxers*. Paper presented at the annual conference for the North American Society for the Sociology of Sport (NASSS).
3. Guillermo, O.; **Alanis, M.**; Smith, A. (2022, May) *Examining how athletic staff influence Latinx college athletes' intent to graduate*. Paper presented at the annual conference for the North American Society for Sport Management (NASSM).
4. Grizzard, B., **Alanis, M.**, Brison, N. (2023, October) *Intercollegiate international student-athletes in the US: A scoping review*. Sport Marketing Association (SMA) conference.

### POSTER PRESENTATIONS

1. **Alanis, M.**, & Cunningham, G. B. (2021, September). *Are Latinx student-athletes welcomed in predominantly white institutions?* Poster presented at the annual NVIVO conference.
2. Grizzard, B.; **Alanis, M.**, & Brison, N. (2022, October). *Media framing of dual national athletes' choice of country representation*. Sport Marketing Association conference (SMA).
3. **Alanis, M.**, Neff, P., Isard, R., Cunningham, G. B., Brison, N., Melton, N. (2023, May) *Do Women even game? Yes, they do! Collegiate women's experiences in esports*. North American Society for Sport Management (NASSM).
4. Kosari, F., **Alanis, M.**, & Brison, N. (2023, November). *Gender analysis and women polo players' experiences: Comparing organizational cultures*. Poster presented at the annual conference for the North American Society for the Sociology of Sport (NASSS).
5. Alanis, M., & Rocha, R. (2024, November) *"All In!" Do women have a seat at the poker table?* Poster presented at the annual conference for the North American Society for the Sociology of Sport (NASSS).

## FUNDED GRANT ACTIVITY

	<b>Total: \$5,050</b>
1. Huffines Student Research Presentation Travel Grant, \$700.00	2021-2022
2. Education and Human Development Graduate Research Grant, \$1000	2022-2023
3. Education and Human Development Dean's Graduate Award, \$2000	2022-2023
4. Graduate Professional School Research Travel Grant, \$750.00	2023-2024
5. Huffines Student Research Presentation Travel Grant, \$600.00	2023-2024

## COURSES INSTRUCTED

TEXAS A&M UNIVERSITY

### UNDERGRADUATE COURSES

SPMT 265	<i>Professional Communication in Sport Industry</i>
SPMT 319	<i>Sociology of Sport</i>
SPMT 372	<i>Sales Strategies in Sport</i>
SPMT 340	<i>Sport Governance</i>
SPMT 481	<i>Seminar in College Athletics</i>
SPMT 304	<i>Sport Psychology Management and Practice</i>
SPMT 336	<i>Diversity in Sport Organizations</i>

### MASTER COURSES

SPMT 616	<i>Sales &amp; Revenue Generation in Sport</i>
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## ASSOCIATION MEMBERSHIP

European Association for Sport Management (EASM)	<b>2020-Present</b>
North American Society for Sport Management (NASSM)	<b>2020-Present</b>
North American Society for the Sociology of Sport (NASSS)	<b>2020-Present</b>
Sport Marketing Association (SMA)	<b>2020-Present</b>
Texas A&M University Recreational Sports Advisory Council ( <i>Board Member</i> )	<b>2022-Present</b>

## JOURNAL EDITORSHIP AND REVIEW ACTIVITIES

Academy of Human Resource Development- International Research Conference <i>Reviewer</i>	2022
Journal of Literacy Research <i>Manuscript Reviewer</i>	2024

## PROFESSIONAL EXPERIENCE

Bryan Independent School District **Bryan, Texas; Current**  
*English as a Second Language/History Tutor*

- Collaborated with teachers in preparing classroom materials and activities, contributing to the overall readiness of instructional sessions.
- Provided academic support to students at a Title 1 public school.

Houston Astros **Houston, Texas; January- May 2020**  
*Golf Operations Intern*

- Created new sales and strategic plans for the Houston Open Golf Tournament.
- Contact area businesses and individuals via phone, in-person appointments and networking events to promote golf related business.

- Researched the Houston market to promote and coordinate the tournament.

Houston Texans

**Houston, Texas; August 2018 – Jan 2019**

*Digital Ticketing Representative*

- Resolved any issues related to ticket sales, while still exceeding client expectations in value and customer service.
- Work home games, performing various ticket sales and service duties as assigned.
- Serve as supervisor and point of contact when it came to sales and customer service.

Houston Dynamo & Dash

**Houston, Texas; June 2018- August 2018**

*Team Operations Assistant-Youth Programs*

- Assisted the team in day-to-day operations, including helping run trainings and gamedays.
- Worked with coaches and teammates to oversee camps, while also communicating with the community.

### **SERVICE**

Hong Kong- Packed supplies for Crossroads Foundation Student.

Houston, Texas- National Football League 2017 Superbowl- Greeted and directed guests.

Costa Rica- Assisted in building homes for an underprivileged community.

Texas A&M University Recreational Sport Advisory Council Board