

DOMENIQUE ELIZABETH JONES, PhD

Email: domeniqueejones@gmail.com

EDUCATION

- PhD** University of Tennessee, Retail and Consumer Sciences May 2022
Dissertation: “Playing the game: Unpacking gender, race, and appearance inequities in corporate fashion”
Chair: Dr. Heejin (Jeanie) Lim
- MS** University of North Texas, Merchandising May 2017
Thesis: “Skin deep: Appearance orientation and social acceptance among tattooed females”
Advisor: Dr. Jessica Strübel
- BS** University of North Texas, Merchandising December 2013
Minor in Retail

CERTIFICATES

- Women, Gender and Sexuality** 2022
Develop an expertise in gender, queer theory, and other related issues through a psychological, philosophical, and anthropological lens.
- Qualitative Research** 2022
Intercollege program to develop expertise in qualitative methods and enhance rigor as a researcher.

PUBLICATIONS

Lim, H., Lennon, S., & **Jones, D.** (2021) Objectification found in high school girls' experience with school dress code enforcement. *Clothing and Textiles Research Journal*, DOI: 0887302X211058434.

Jones, D. & Lim, H. (2021). In-depth case studies of trans men's self-construction through body work and clothing. *Fashion Theory*, 1-24. DOI: 10.1080/1362704X.2021.1974710

Jones, D. & Childs, M. (2021). Blackface sweaters and pizza with chopsticks: Problem cases and strategies for co812 Tf1 0 0 1 93.024 664.9 Tm0 g0 G[()] TJETQ EMC /P /MCIDrert0009h7e&

Jones, D. & Lim, H. (November 2021). *Lack of diversity in sales associates as stigmatized identity threat to female customers*. 2021 ITAA conference, Virtual.

Jones, D. (May 2021). *Intersection of college and queerness: An Ethnographic study of gender diverse students and clothing at a Southeastern university*. Proceedings of 2021 Fashion, Style, and Queer Culture Virtual Conference.

Lim, H, Lennon, S.J. & **Jones, D.** (November 2020). *girls' perception of dress regulations in public schools*. Proceedings of 2020 ITAA conference, Virtual.

Jones, D. & Childs, M. (November 2020). *Simple strategies for implementing experience learning*. Proceedings of 2020 ITAA conference, Virtual.

Jones, D. & Lim, H. (November 2019). *A Deleuzian approach to analysis of transgender male influencers' body work*. Proceedings of 2019 ITAA conference, Las Vegas, NV.

Jones, D. & Childs, M. (November 2019). *A Unique approach to implementing experiential learning*. Proceedings of 2019 ITAA conference, Las Vegas, NV.

Jones, D. & Lim, H. (July 2019). *-reconstruction through clothing*. Proceedings of 2019 Global Fashion Management Conference, Paris, France.

Jones, D. & Strubel, J. (October 2017). *Skin deep: Appearance orientation and social acceptance among tattooed females*. Proceedings of Fashion and Media Symposium, Drexel University, Philadelphia, PA.

PRESENTATIONS

REFEREED INTERNATIONAL/NATIONAL RESEARCH PRESENTATIONS

Moore, K., **Jones, D.**, Cuevas, L., & Lim, H. (March 2022). *Experiences of racial stigma for professional Black women in the retail setting*. Paper presented at ACRA Virtual Conference.

Jones, D. & Lim, H. (March 2021). *Living a blonde moment in the retail workplace: Preliminary findings*. Paper presented at ACRA Virtual Conference.

Frankel, S., **Jones, D.**, Lee, B. (February 2020). *Pack your camera: The Serious leisure of social media travel: An Instagram jetsetter and serious leisure case study*. Paper presented at SECSA, Auburn University, Auburn, AL.

- o Lectured students in hybrid format (face-to-face/virtual asynchronous) o
Lectured students for two semesters Courses Assisted/Guest Lectured:

Stitch Fix, Dallas, TX

January 2017- April 2017

Stylist

- Styled over 200 customers
- Maintained and exceeded overall customer satisfaction metrics
- Exceeded expectation for number of clients styled per hour, number of pieces kept per box, average dollar amount kept per box, and client fit satisfaction
- Navigated intensive training on body type, style guides, and apparel fit

Sally Beauty, Denton, TX

January 2014- October 2015

Assistant Buyer

- Worked as main contact with 100+ vendors to ensure on-time delivery
- Purchased and organized product for all special events
- Purchased 700+ items weekly for e-commerce warehouse
- Purchased and allocated for 25 brands
- Improved warehouse in-stock levels by 26%
- Created and utilized daily Excel spreadsheets and formulas
- Managed contracts, price discrepancies and special orders
- Merchandised visuals for online and brick-and-mortar
- Reset Plan-O-Guide of over 25 products from start to finish
- Confirmed monthly advertising with vendors

Nordstrom, Dallas, TX

June 2013- August 2013

Retail Management Intern

- Assisted management in the Brass Plum department
- Gained knowledge about different aspects of the company
- Styled and assisted customer for various events

Mint Boutique, Houston, TX

April 2010- August 2010

Key Holder

May 2011- August 2011

- Merchandised tables, windows, mannequins, and wall frame outfits
- Trained new employees
- Opened and closed store
- Styled and assisted customers
- Merchandised and assisted with opening of new location

Nordstrom, Houston, TX

May 2008- August 2008

Key Holder

May 2009- August 2009

- Assisted and styled customers
- Sized, colorized, and straightened racks and tables
- Performed point of sale transactions

GRANTS AND FUNDING ACTIVITIES

\$5,000 **Jones, D.** & Childs, M. (September 2019). *The Effects of Experience Learning on Student Success*. Student/Faculty Research Award. The University of Tennessee. Not funded.

INDUSTRY COLLABORATIONS

Rocky Top Institute Meeting with UT Interim President Randy Boyd	Spring 2019
Trip to Jewelry Television Headquarters	Spring 2019
Rocky Top Institute Meeting with Cracker Barrel Director of Merchandising	Fall 2018
Assisted with RCS 425 Retail Category Management and Tractor Supply Company class project	Fall 2018

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Great Smoky Mountain Food Days- Data Collector

Department of Retail, Hospitality and Tourism Management, Fall 2018

SERVICE TO PROFESSION

Graduate Student Assistant- Platform Developer and Event Moderator

American Collegiate Retailing Association Virtual Conference, February-March 2021

Conference Task Force Member

International Textiles and Apparel Association Virtual Conference, May-November 2020

Social Media Marketing Committee Member

International Textiles and Apparel Association, April-December 2020

Graduate Student Liaison

International Textiles and Apparel Association, January-December 2020

AD HOC REVIEWS

Journal of Fashion Marketing and Management

2021

PRESS APPEARANCES

Winter layering tips and Valentine's trends

WBIR Channel 10, Knoxville, TN, February 2020

Styled looks for various Valentine events

Discussed trends and how to pair pieces on morning news program

Tailgate fashion trends and promoting Rocky Top Institute products

WBIR Channel 10, Knoxville, TN, August 2019

Styled looks for tailgating

Worked with students in Rocky Top institute to share and promote their products

Discussed what to wear and bring for tailgating on morning news program

Fall fashion news and trends

WBIR Channel 10, Knoxville, TN, October 2018

Worked with local boutique to pull fall fashion transitional pieces

Styled looks for various fall events

Discussed trends and how to pair pieces on morning news program