

CODY BORING

Bristol, Tennessee | codyboring@icloud.com

PROFESSIONAL SUMMARY

Executive leader with seven years directing a state historic site for the State of Tennessee, including full operational authority, a \$365,000 capital campaign, and stewardship of a National Register-listed property. Five years as a university marketing professor developing curriculum and advising students. Six years as a web developer and designer building platforms for clients. Licensed auctioneer. Background that bridges marketing leadership and technology at the architecture level.

EXPERIENCE

Executive Director & CEO | Rocky Mount Historical Association | Piney Flats, TN | Jan 2020 – Present

State of Tennessee historic site operated as a 501(c)(3) in partnership with the Tennessee Historical Commission. First capital of the Southwest Territory (1790–1792). National Register of Historic Places. 50-acre campus.

- Led a \$365,000 capital campaign to acquire 15 acres of Tennessee's oldest documented Century Farm (est. 1775), expanding the site's preservation footprint.
- Raised over \$500,000 through combined marketing, fundraising, and grant efforts during tenure.
- Secured a \$40,000 annual recurring state appropriation through the Tennessee General Assembly (Senate Finance, Ways & Means Committee), establishing the site's first dedicated line-item funding.
- Positioned the site for America's 250th anniversary commemoration, including successful grant applications and regional programming partnerships.
- Managed staff, operations, budgeting, programming, fundraising, and board of directors governance for a state-owned historic property.
- Coordinated multi-jurisdictional initiatives including a Sullivan County 250 kickoff with four municipal mayors and county leadership.
- Developed and executed marketing strategy across digital, print, and community channels with no dedicated marketing staff.
- Built technology infrastructure including website, digital ticketing, and operational systems.
- Oversaw capital projects and facility maintenance under Department of Interior standards and Tennessee Historical Commission compliance requirements.

VP of Marketing, Enrollment & Student Affairs | Virginia Business College | Bristol, VA | May 2018 – May 2019

- Designed strategies and policies for student recruitment and enrollment growth.
- Led the college's branding and marketing efforts from concept through execution.
- Contributed to achieving SCHEV certification to operate in the State of Virginia.
- Coordinated development of the student catalog and assisted in designing Business and Marketing curricula.

Assistant Professor of Marketing | King University | Bristol, TN | Aug 2013 – Dec 2018

- Taught full academic load: Promotion Strategies, Consumer Behavior, Business Policy & Strategic Management, Principles of Marketing, Sales Management & Professional Selling, Business Communications.
- Developed all undergraduate marketing specialization courses from the ground up.
- Advised and mentored marketing students. Chaired the University's Marketing Society.
- Built relationships with local businesses for student internships and program development.

Director of Academic Technology & Online Learning | King College | Bristol, TN | Aug 2012 – Aug 2013

- Administered the college's course management system and supported faculty technology adoption.
- Developed online enrollment strategies and training materials for distance learning programs.
- Coordinated instructional design projects with the School of Graduate, Professional, and Online Studies.

Web Developer & Designer | Top Peak Designs | Copperhill, TN | Aug 2006 – Dec 2012

- Designed and developed web interfaces, layouts, and site graphics for clients.
- Built and deployed content management systems for online platforms.
- Managed client relationships, retention, and project delivery.

Automation Engineer (SCADA/PLC) | Occidental Petroleum Corporation | Elk Hills Field, Tupman, CA | May 2007 – Aug 2007

- Developed a non-controllable gas plant database in collaboration with engineering staff.
- Evaluated hardware/software interfaces and developed system performance requirements.
- Revised existing control programs to improve operating efficiency.

Desktop Support Engineer | Occidental Petroleum Corporation | Elk Hills Field, Tupman, CA | May 2006 – Aug 2006

- Provided hardware and software support across the Elk Hills facility.
- Deployed technical workstation upgrades and configured systems for new personnel.

General Manager | Andrews Cinema | Andrews, NC | Jan 2004 – Jul 2006

- Full operational responsibility: personnel management, projection operations, inventory, and customer service.
- Created personnel policies, trained staff and management, and led all marketing and promotional efforts.

EDUCATION

MBA, Marketing

King College, Bristol, TN | 2011 – 2012

B.B.A., Human Resources

East Tennessee State University, Johnson City, TN | 2008 – 2011

LICENSES & CREDENTIALS

Licensed Auctioneer, State of Tennessee

Baldrige Performance Excellence Framework Examiner (TCPE)

StoryBrand Certified Guide

TECHNICAL COMPETENCIES

Software Development: JavaScript/TypeScript, Python, SQL, React, Next.js, Laravel, Node.js

Cloud & Infrastructure: Cloudflare Workers, Supabase, PostgreSQL, API Architecture, Durable Objects

Automation & Integration: Workflow automation, CRM integration, marketing automation, data pipelines, SCADA/PLC

Platforms: Auction software architecture, e-commerce systems, content management systems