

# Maxwell G. Poole

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## Education

Masters of Applied Health Services Research 2017-Present  
Saint Mary's University, Halifax, NS

Bachelor of Commerce Degree 2013-2017  
Major: Marketing  
Saint Mary's University, Halifax, NS  
GPA: 4.11 / 4.30 (Summa Cum Laude)

## Academic Employment

**Research Assistant** May 2016 – Present  
*Sobey School of Business, Saint Mary's University* Halifax, NS

**Teaching Assistant** September 2016 – Present  
*Sobey School of Business, Saint Mary's University* Halifax, NS

## Journal Articles

Pancer, Ethan; Lindsay McShane and Maxwell Poole (2017), "Schadenfreude and product failures: The role of product deservingness and product status" Journal of Marketing Management.

Pancer, Ethan and Maxwell Poole (2016), "The popularity & virality of political social media: Hashtags, mentions, and links predict likes & retweets of 2016 U.S. presidential nominees' tweets" Journal of Social Influence.

## Under Review

Pancer, Ethan; Vincent Chandler and Maxwell Poole, Word Familiarity within Social Media

Pancer, Ethan; Theodore Noseworthy and Maxwell Poole, Machine Learning and Kickstarter/IGG.

McShane, Lindsay; Ethan Pancer and Maxwell Poole, B2B Social Media.

## **Manuscripts in Progress**

Poole, Maxwell; Ethan Pancer and Theodore Noseworthy, GUI Interface for Acquiring Social Media Data.

Pancer, Ethan; Lindsay McShane and Maxwell Poole, Emoji and Brand Engagement on Social Media.

Pancer, Ethan; Maxwell Poole and Megan Pollock, Online Food Media.

## **Publications**

Pancer, Ethan; Anna Ferguson and Maxwell Poole (2017), "East Coast Lifestyle: Expanding a Regional Apparel Brand" Harvard Business Review.

Margaret McKee, Ethan Pancer, Chantal Hervieux and Maxwell Poole (2016), "Hope Blooms: Marketing a Social Enterprise after Dragons' Den" Ivey Publishing.

## **Conference Proceedings**

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" ASAC 2017 Conference. (Competitive Paper)

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" 2017 Summer AMA Conference. (Competitive Paper)

Lindsay McShane, Ethan Pancer and Maxwell Poole, "Content Characteristics and B2B Social Media Brand Engagement: A Fluency Perspective" 2017 Summer AMA Conference. (Competitive Paper)

Ethan Pancer, Vincent Chandler and Maxwell Poole, "The presence of familiar words drive social media likes, comments, and shares" 2017 Summer AMA Conference. (Poster Session)\*

Ethan Pancer, Lindsay McShane and Maxwell Poole, "Emoji and Brand Engagement on Social Media" ACR 2017 Conference. (Competitive Paper)

Ethan Pancer, Vincent Chandler and Maxwell Poole, "The presence of familiar words drive social media likes, comments, and shares" ACR 2017 Conference. (Poster Session)\*

\* Indicates Presenter

## **Work Experience**

**Timer** June 2017 - Present  
*Atlantic Chip* Halifax, NS

**Video Producer** September 2013 - Present  
*Self-Employed* Halifax, NS

**Leader, Volunteer and Trainer** August 2012 - Present  
*MC Media* Yarmouth, NS

**General Laborer** August 2011  
*Maritime Remediation* Natuashish, NL

## **Research Interests**

Social Media  
Big Data Analytics  
Consumer Behaviour  
Quality of Care (Health)

## **Awards**

**Frederick Banting and Charles Best Canada  
Graduate Scholar - Master's (CIHR CGS-M)** September 2017  
*Saint Mary's University* Halifax, NS  
\$17,500

**FGR Supplemental Funding** September, 2017  
*Saint Mary's University* Halifax, NS  
\$3,000

**Academic Achievement Scholarship** 2013 – 2017  
*Saint Mary's University* Halifax, NS  
\$14,000

**Pengrowth Energy Scholar** September 2013 – May 2017  
*Pengrowth Energy Corp* Halifax, NS  
\$10,000

**Beta Gamma Sigma Recipient** May 2016  
*Saint Mary's University* Halifax, NS

**Dean's List** May 2014 - Present  
*Saint Mary's University* Halifax, NS

**Entrance Scholarship** September 2013  
*Saint Mary's University* Halifax, NS  
\$1,750

**High School Leadership Award**  
YCMHS  
\$500

June 2013  
Yarmouth, NS

**Yarmouth High Graduating Class Valedictorian**  
YCMHS

June 2013  
Yarmouth, NS

**Lieutenant Governor's Education Medal**  
YCMHS

May 2012  
Yarmouth, NS

**High School Science Fair Scholarship**  
*Saint Mary's University*  
\$1,000

April 2011  
Yarmouth, NS

**Community Activities**

**Technology Manager**  
*Enactus Saint Mary's (Social Entrepreneurship)*

September 2014 - Present  
Halifax, NS

**IT Director**  
*Commerce Society*

May 2015 – May 2016  
Halifax, NS