

Jeremy Tyler Fannin, Ph.D.

Curriculum Vitae - September 2025

Contact Details

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Profile

Strategic communicator and consumer insights leader with 5+ years' experience managing misinformation research, digital strategy, and reputation risk projects. Expertise in mis- and disinformation (i.e., deepfakes), social media analysis, and marketing strategy with a proven ability to translate complex data into actionable insights.

Academic Positions

Assistant Professor of Marketing | Consumer Behavior and Digital Marketing
EDHEC Business School | Lille, France
Sept 2025 – Present

Doctoral Researcher - Marketing Department | Disinformation & Deepfakes
University of Lausanne | Lausanne, Switzerland
Feb 2019 – Jan 2024

Education

Doctorate (Ph.D.) | Management; Department of Marketing
Université de Lausanne - HEC Lausanne | Lausanne, Switzerland
Thesis: "Emerging Technology and Media: Three essays exploring the impact and potential uses of two forms of emerging technology – Deepfakes and Virtual Reality"

Master of Science (M.Sc) | Business Administration; Marketing Track
Universiteit van Amsterdam | Amsterdam, Netherlands | 8.41 / 10 GPA | Cum Laude

Bachelor of Arts (BA) | Marketing
Malone University | Canton, Ohio USA | 3.56 / 4.0 GPA | Cum Laude

Research Interests

Realistic Imagery and Generative AI
Mis- and Disinformation
Deceptive Communication
Emerging Digital Technologies

Working Papers

Fannin, J., Schlager, T., and Johar, G. (In Progress). Don't Trust What You See: The consequences of deepfake videos for consume evaluation of public representatives and their associated brand.

Fannin, J., Sayson, N., and Bonezzi, A. (In Progress). Manipulated Media: Experimental study exploring individual's ability to detect manipulated videos in the age of shallow- and deepfakes

Fannin, J., Schlager, T., Alavi, S., and Schmid-Mast, M. (Reject and Resubmit at IJRM). Virtual Reality environments as an experimental setting in marketing research

Conferences

2019 INFORMS Marketing Science Conference | Rome, Italy
2022 Theory and Practice in Marketing | "Don't trust what you see" | Atlanta, Georgia
2025 Association for Consumer Research | "Don't trust what you see" | Washington DC

Lectures	2023 Future of Work; Generative AI and Deepfakes 4.3 / 5.0 Student Rating <i>EPFL and UNIL</i>
Volunteer	Marketing & Communication Officer (Part-time) <i>SEFA Study Association Amsterdam, Netherlands</i> <i>March 2017 – Jan 2018</i> - Designed and executed digital campaigns to drive engagement among 2,000+ students. - Utilized email marketing, public presentations, and social media marketing to increase event revenue by \$15,000+.
Internships	Internships – Disney College Program <i>Walt Disney World Parks & Resorts Orlando, FL</i> <i>Spring 2015 & Spring 2018</i> - Operated in high-pressure hospitality environments, delivering effective communication and world-class guest service. - Completed Disney’s service and communication training, applying brand-protection strategies in real time.
Skills	Methodology: Survey Design, Social Media Analysis, Focus Groups, Experimental Design Tools: R, SPSS, Tableau, Qualtrics, Google Analytics, Excel
References	Tobias Schlager Supervisor <i>Université de Lausanne Associate Professor</i> t obias.schlager@unil.ch Gita Johar Co-Author <i>Columbia University Meyer Feldberg Professor of Business</i> gvj1@gsb.columbia.edu Youjung Jun Dissertation Committee Member <i>Yonsei University Assistant Professor</i> youjungjun@yonsei.ac.kr