

CHERYL O'MEARA BROWN

>UNIVERSITY OF WEST GEORGIA, RICHARDS COLLEGE OF BUSINESS; CHERYLOMEARA@GMAIL.COM; 770-862-6218<

EDUCATION

Master of Business Administration at
University of West Georgia, 2002
Bachelor of Science at
University of West Georgia, 1999

Faculty Service Award, 2018, 2014
Faculty Teaching Award 2021, '16; '13; '10; '07
Faculty Development Award, 2007-8
3-time recipient of 5-Star Award for Online Course
Development

EXPERIENCE

>>> **SENIOR LECTURER OF MARKETING**, UNIV. OF WEST GEORGIA >>> 8/2012 – PRESENT

>>> **LECTURER OF MARKETING**, UNIV. OF WEST GEORGIA >>> 8/2004 – 7/2012

> Courses Taught:

- > Principles of Marketing
- > Business Research
- > Fashion Marketing & Merchandising
- > Services Marketing
- > Business Communication
- > Retail Management
- > Sales Management
- > Advertising Practices
- > Study Abroad: Marketing in Italy; Prague; Berlin; Athens; Lisbon; Barcelona

> Highlights:

- > Median student evaluations consistently in 4.5-5.0 range (on 5-point scale)
- > Quality Matters (QM) Peer Reviewer Certified for online course development (2014)
- > Advanced Technologies for Distance Education Program Certificate (2007)
- > Elected to serve on UWG's Faculty Senate (2008-2010)
- > Involved in creation of UWG's first alumni study for President's Advisory Council (2013-2014)

> Teaching and learning scholarship/professional development highlights:

- > Online Teaching Certification, July-August 2012
- > Quality Matters 3-Part Certification, 2013-14
- > Quality Matters National Conference, 2016, '18
- > Qualtrics National Conference, 2017
- > Quality Matters Update Course, 2018
- > Cengage, MH Connect webinars, 2019, '20, '21

> Research highlights:

- > "Do Brand Influencers matter on TikTok? A social influence theory perspective": Journal of Marketing Theory and Practice, 2023. Hazari, Talpade, Brown.
- > "Reverse Logistics: An Explorative Multi-Industry Study": International Journal of Export Marketing, 2020. Nickell, Rollins, Chwialkowska, Brown

- > “Gender Differences in Pinterest Usership”: International Journal of Electronic Marketing and Retailing, 2019. Sethna, Hazari, Brown.
- > “A Comparison of Three Psychometric Values Measures for Modeling Ecologically Conscious Consumption Behavior”: Theoretical Economics Letters, 2016. Murphy, Brown, Webb.
- > “Determinants of Pinterest Affinity for Marketers using Antecedents of User-Platform Fit, Design, Technology, and Media Content”: 2016. International Journal of Technology Marketing. Sethna, Hazari, Brown.
- > “An Empirical Investigation of Privacy Awareness and Concerns on Social Networking Sites”: Journal of Information Privacy and Security, 2014. Sunil Hazari, Cheryl O. Brown
- > “Investigating Marketing Students’ Perceptions of Active Learning and Social Collaboration in Blogs”: Journal of Education for Business, 2012. Sunil Hazari, Cheryl O. Brown
- > Under Review: “An Application of Three Psychometric Values Measures to Modeling Socially Responsible Purchase Behavior”: Social Responsibility Journal. James Murphy, Cheryl O. Brown.
- > Additional research available upon request

>>> OWNER, MARKETING RESEARCHER AND CONSULTANT, BROWN CONSULTING >>> 1/2008 – PRESENT

- > Questionnaire design, focus group development and implementation, data analysis, report writing
- > Clients include Bremen City Schools (Bremen, GA), Tanner Medical Center (Carrollton, GA), Ra-Lin Construction (Carrollton, GA)

>>> MARKETING RESEARCHER AND CONSULTANT, ASCENSION GROWTH & INNOVATION STRATEGIES>>> 9/2016 – 9/2020

- > Market research and analysis, questionnaire design, industry interviews

>>> MARKETING RESEARCH ASSOCIATE, PEACHTREE CONSULTING GROUP >>> 8/2002 – 9/2004

- > Managed online client surveys using SurveyPro / Net Collect software
- > Conducted field and trade research in preparation for study questionnaires and Consumer Forum research events
- > Designed survey instruments for single- and multi-client research projects
- > Coordinated, managed and moderated Consumer Forum research events
- > Analyzed survey data and drafted client reports

>>> GRADUATE RESEARCH ASSISTANT, MARKETING DEPARTMENT, UNIVERSITY OF WEST GEORGIA >>> 8/2001 – 8/2002 >

- Assisted professors with development and maintenance of Web surveys for marketing research
- > Compiled survey data and analyzed results using SPSS software

SKILLS

Strong leader, highly organized, detail oriented, quick learner, excellent communicator, take initiative to learn new skills

TECHNICAL SKILLS

Qualtrics, SPSS, Desire2Learn/Brightspace, Blackboard, Moodle, MS Office Suite, Prezi