

# CHERYL O'MEARA BROWN

>UNIVERSITY OF WEST GEORGIA, RICHARDS COLLEGE OF BUSINESS; CBROWN@WESTGA.EDU<

## EDUCATION

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

Faculty Service Award, 2014, '18, '22, '23, '25  
Faculty Teaching Award 2007, '10, '13, '16, '21, '24  
Faculty Development Award, 2008  
3-time recipient, 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, 2017-2019
- > Quality Matters Update Course, 2018
- > Cengage, MH Connect webinars, 2019, '20, '21, '23, '24, '25

> Research highlights:

- > "Do Brand Influencers matter on TikTok? A social influence theory perspective": Journal of Marketing Theory and Practice, 2024. 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
- > 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 personal 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

## 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