

# CHERIE SMITH MOMAN

Phone: (205) 348-8940  
csmoman@ua.edu

Box 870225  
Tuscaloosa, AL 35487

## EDUCATION

---

- PhD** The University of Alabama in progress  
College of Communication & Information Sciences  
Focus Area of Study in Sports Media
- MS** The University of Alabama  
Culverhouse College of Business  
Marketing, specialization in Digital & Social Media
- MS** The University of Alabama  
College of Human Environmental Sciences  
Specialization in Interactive Technology
- BS** The University of Alabama, *cum laude*  
College of Human Environmental Sciences  
Majored in Consumer Affairs

## TEACHING EXPERIENCE

---

- The University of Alabama, Tuscaloosa, AL** August 2021 to present  
**Clinical Instructor of Marketing**
- MKT 300 (Marketing), an undergraduate course taught face-to-face averaging 650 students per semester, a survey course that describes the nature of domestic and global marketing management.
  - MKT 344 (Promotional Management), an undergraduate course taught face-to-face averaging 60 students per semester, an intensive investigation into underlying ideas, principles, and concepts that may be used to inform consumers of the availability and attributes of products and services, including a comprehensive overview of promotional and sales management activities and tactics.
  - MKT 540 (Introduction to Digital & Social Media), a graduate course taught face-to-face and online averaging 250 students per semester, addressing the distinct needs of digital and social media in the area of marketing, covering theory along with tactics and elements of creating and branding digital and social media content for companies and organizations.

**The University of Alabama, Tuscaloosa, AL**  
**Adjunct Instructor of Marketing**

Spring 2021

- MKT 310 (Principles of Social Media), an undergraduate course taught face-to-face and online, averaging 70 students per semester, a survey of interactive, electronic media, and technology including Web project management, electronic market development and management, Web-enable selling, and other emerging areas of marketing.
- MKT 543 (Advanced Digital and Social Media), a graduate course taught face-to-face, averaging 60 students per semester, developing social media return on investment strategies and analytical skills.

**The University of Alabama, Tuscaloosa, AL**  
**Teaching Assistant**

Fall 2019

- Assisted with grading and communication management of one online section of MKT 540 (Introduction to Digital and Social Media) with 60 students.

**The University of Alabama, Tuscaloosa, AL**  
**Teaching Assistant**

Fall 2014

- Assisted with grading and communication management of one online section of CSM 445 (Applied Digital Tools) with 60 students.

#### **UNIVERSITY SERVICE**

---

**The University of Alabama, Tuscaloosa, AL**  
**Faculty Advisor, Bama Branders Student Organization**

October 2022 - present

**The University of Alabama, Tuscaloosa, AL**  
**Alternate, Culverhouse Faculty Executive Board**

May 2022- present

**The University of Alabama, Tuscaloosa, AL**  
**Lead, DEI Working Group on Women's Leadership Initiative**

August 2021 - present

**The University of Alabama, Tuscaloosa, AL**  
**Coordinator, Culverhouse DEI Summer Programs**

August 2021 - present

**The University of Alabama, Tuscaloosa, AL**  
**Member, Culverhouse Core Curriculum Committee**

August 2021 - present

#### **INVITED LECTURES AND SELECTED PRESENTATIONS**

---

**Presentation**, "Social Networking," Alpha Kappa Psi, University of Alabama chapter, October 18, 2022.

**Lecture**, “Leveraging LinkedIn,” Culverhouse DEI Leadership and Mentoring Program, September 30, 2022.

**Lecture**, “Leveraging LinkedIn,” Manderson Graduate School Launch, August 15, 2022.

**Presentation**, “Reel Estate Marketing,” Tuscaloosa Association of Realtors, May 23, 2022.

**Presentation**, “Social Media and Marketing,” Tuscaloosa Association of Realtors, August 31, 2021.

**Presentation**, “Reimagined: Diversity in Real Estate,” West Alabama Leadership Forum, April 30, 2021.

**Presentation (Zoom)**, “Leveraging LinkedIn,” Etowah Cherokee Association of Realtors, May 20, 2020.

**Presentation**, “Leveraging LinkedIn,” Sirote & Permutt, P.C., February 11, 2020.

**Presentation**, “Leveraging LinkedIn,” ACREcom, February 7, 2020.

**Lecture**, “Leveraging LinkedIn,” Culverhouse College of Business MKT 543, January 27, 2020.

**Lecture**, “Personal Branding,” Culverhouse College of Business MKT 543, January 22, 2020.

**Presentation**, “PropTech 3.0,” Etowah Cherokee Association of Realtors, February 20, 2019.

**Presentations**, “Social Proof” & “4 Content Marketing Trends You Should Be Following,” National Association of Realtors (NAR) Tech Edge conference, March 20, 2018.

**Presentation**, “Technology Trends,” Alabama Real Estate Management Summit, August 24, 2017.

**Presentation**, “Now Playing on Social Media Near You: Marketing with Video,” Alabama Center for Real Estate, REcharge conference, March 19, 2016.

## **RELEVANT INDUSTRY EXPERIENCE**

---

**the classiTIDEs LLC**, Tuscaloosa, AL  
**Media, Design & Technology**

December 2004 to present

- Assist clients with marketing strategy
- Create print and digital content for clients
- Train real estate clients on digital and social media

**Alabama Center for Real Estate (ACRE), Tuscaloosa, AL** April 2017 – August 2021  
**Director of Education, Marketing & Communications**

- Coordinated education programs and conferences to enhance the level of professionalism industry wide
- Responsible for the design and execution of ACRE's marketing strategy with an emphasis on digital platforms

**Alabama Real Estate Commission, Montgomery, AL** January 2015 – August 2021  
**Continuing Education Instructor**

- Created and presented 3-hour continuing education classes to Alabama real estate licensees on various marketing, technology, and fair housing topics

**Alabama Association of Realtors, Montgomery, AL** January 2016 – December 2019  
**Graduate Realtor Institute Faculty**

- Created and presented day-long technology course for fulfillment of GRI designation
- Certified to teach REBAC and NAR designation, certification, and elective courses

**Indyne, Inc. / Johnson Controls, Stennis Space Center, MS** May 1999 – March 2001  
**Public Affairs Liaison / Chief of Marketing Services**

- Provided marketing support to NASA's Public Affairs Office (PAO)
- Managed on-site expansion project for visitors center (Stennisphere)
- Prepared marketing plan for Stennisphere
- Organized Stennisphere grand opening events and media coverage
- Served as PAO liaison to other resident agencies on site
- Assisted Technology Transfer Office with conferences

**Electronic Healthcare Systems, Birmingham, AL** April 1996 – May 1998  
**Marketing Manager**

- Developed and implemented marketing program for new health management software suite
- Acted as media and vendor contact

**PUBLICATIONS**

---

*Non-Academic*

Moman, C., "Reimagined: Making Diversity in Real Estate a Reality", White Paper for Alabama Center for Real Estate, April 2021.

*Journal Article Submitted*

Moman, C. and McFadden, A., "Technology and the Disintermediation of the Real Estate Agent: A Historical Review of Literature," *Journal of Real Estate Literature*, July 2014.

## **PROFESSIONAL TRAINING**

---

### **The Teaching Professor Conference**

Magna Publications, Atlanta, GA, June 3-5, 2022

### **Office of Disability Services Annual Review**

The University of Alabama, online, September 5, 2022

### **Equal Opportunity, Sexual Misconduct & Title IX Review**

The University of Alabama, online, September 5, 2022

### **FERPA Review**

The University of Alabama, online, September 5, 2022

### **Collaborative IRB Training Initiative Course**

CITI Program, online, February 6, 2022

## **REAL ESTATE CLASSES INSTRUCTED**

---

Accredited Buyer Representative (NAR) designation

e-PRO (NAR) certification

Fair Housing Matters

Generating Buyer & Seller Leads

Generational Buy

GREEN (NAR) designation

Graduate Realtor Institute Technology (AAR GRI designation class)

Marketing Reboot

Social Realtor

## **PROFESSIONAL AFFILIATIONS**

---

The University of Alabama, C&IS Graduate Organization, 2022

The University of Alabama, Graduate Student Association, 2021 – present