

## **CURRICULUM VITAE – Randa Zalman**

### **Dr. Randa Zalman, DBA**

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## **EXECUTIVE SUMMARY**

Seeking to leverage deep, well-rounded educational and professional experience to oversee the teaching, administrative, assessment and curriculum aspects of Marketing and Business academic programs. Exhibit both theoretical and practical knowledge of marketing and business, including more than 20 years of corporate and agency experience. Possess a track record of excellence in teaching, service, and scholarly endeavors. Demonstrated leadership capabilities in both academic and corporate settings.

## **EDUCATION**

Doctor of Business Administration,  
Saint Leo University – Saint Leo, Florida

Zalman, R. (2023). Decision-making and loss aversion among insurance professionals: A quantitative study of negativity bias. [Doctoral dissertation, Saint Leo University]. ProQuest Dissertations and Theses Global.

Master of Arts, Communications Studies,  
University of Nebraska – Omaha – Omaha, Nebraska

Bachelor of Arts, Communications Studies emphasis in Public Relations  
University of Nebraska – Lincoln – Lincoln, Nebraska

## **CERTIFICATIONS**

Professional Certificate, Digital Marketing, Social Media and E-Commerce  
Wharton School of the University of Pennsylvania

IRB Member – Human Subject Research, Social-Behavioral Education Focus  
IRB Member – Social & Behavioral Research, Basic / Refresher

ExactTarget Sales and Services Academy (New Business, Customer Service); Google Partner - Google AdWords; Google Analytics; Google Mobile; Google eCommerce; GreatWorkMBA, Program Completion (Leadership); HootSuite Certified Professional (Social Media); ICAN Defining Leadership; ReturnPath Deliverability (Email Marketing); MOZ SEO Certification (Search Engine Optimization); HubSpot (Email Marketing, Social Media, Inbound Marketing, Content Marketing, Digital Advertising); SnapChat Ads Certification; GreatWorkMBA (Leadership); Second Wind Account Executive, Advanced

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### **TRAINING & ASSESSMENT**

- Ally and Course Accessibility Training (April 2023)
- Advanced Insights Profile, Innermetrix (October 2023)
- EQ-i 2.0 Assessment (Emotional Intelligence; November 2023)

### **EXPERIENCE**

#### **Bellevue University**

Associate Professor, Graduate Marketing and MBA Director | July 2023 - Present

Assistant Professor, Graduate Marketing Program Director | September 2021 – June 2023

Omega Nu Lambda Chapter Founder, Faculty Advisor | December 2020 – Present

Assistant Professor of Marketing | March 2019 – June 2023

Adjunct Professor, Curriculum Developer | November 2013 – February 2019

#### **Insurance Marketing Institute**

President & CEO | July 2016 – October 2022

Created peer-led organization to offer education and recognition programs for insurance social media, creative and compliance professionals. Consult with internal teams and provide turn-key services including social media platform management, digital media strategy, advisory services and training programs.

#### **Canary & Coal**

President & CEO | July 2016 – February 2019

Launched and lead a profitable consulting firm that represents midsize and larger organizations in fields of public relations, digital media, social community management and marketing strategy. Responsible for marketing and media services, audience engagement, strategic planning and operational development projects.

#### **Redstone**

Chief Strategy Officer, Partner

January 2014 – June 2016

Provided strategic insight to clients of full-service advertising agency. Set strategic goals, made recommendations and implemented tactics based on current trends and future expectations for both the agency and its clients. Actively contributed to organizational success as part of the agency management team. Ensured action and resource requirements were properly aligned with goals. Identified and implemented a variety of process improvements.

Provided operational support as needed including managing multiple accounts, handling public and media relations needs, new business outreach and institution and guidance of dedicated digital team.

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### **ExactTarget, Salesforce**

Senior Marketing Consultant

September 2013 – December 2013

Provided national and global brands with expert analysis, quarterly market reviews and industry best practices to help define and/or improve marketing strategies in relation to ExactTarget product lines of email, social, mobile and web interfaces. Developed multi-channel consumer contact strategies tailored to individual customer segments enhancing market performance.

### **Redstone**

eMarketing Director, Senior Account Supervisor | March 2012 – September 2013

Online Strategist, Senior Account Supervisor | September 2010 – March 2012

Senior Account Supervisor | March 2009 – September 2010

Provided overall direction for and analysis of online and digital efforts including social media, search engine optimization, mobile and online advertising paid placement. Created and implemented tactics to drive business profitability through increasing visitors, improving conversion rates, capturing larger average order sizes and managing margin performance. Assisted with cross-functional teams to develop and deploy programs to coordinate brand goals, retailer objectives and consumer needs.

### **WoodmenLife**

National Advertising Manager | October 2005 – February 2009

Oversaw creation and implementation of internal and external national advertising campaigns for WoodmenLife parent company, two subsidiaries and foundation. Successfully implemented a re-branding strategy that shifted popular perception of the organization from a fraternal benefit society to a trusted financial solutions provider. Developed traditional and interactive advertising vehicles and education for a field force of 1,400 agents that increased subscription, sales, revenue and membership.

## **PUBLICATIONS AND RESEARCH**

Cronin-Gilmore, J. & Zalman, R. (2018). Nebraska State Historical Society Foundation The Nebraska Marker Project Launch. In Tuten, T., *Social Media Marketing* (3rd ed). Sage.

Cronin-Gilmore, J., Zalman, R. (2020). *Little Steps Big Impact*. Western Business & Management Association International Research Conference (WBM) Business Teaching + Pedagogy Online International Research Conference, virtual.

Johnson, M.M., Cronin-Gilmore, J., & Zalman, R. (2020). *Changing a course assessment to measure program learning outcomes*. Marketing Management Association Fall Educators' Conference, Virtual.

## **CURRICULUM VITAE – Randa Zalman**

- Johnson, M.M., Cronin-Gilmore, J., & Zalman, R. (2021). *What are the best practices for keeping curriculum relevant?* Marketing Management Association Spring Educators' Conference, Virtual.
- Johnson, M.M., Zalman, R., & Skutt, T. (2022, October 28). *Fostering business growth through the Tom and Annie Pratt Entrepreneurial Award program* [Session Presentation]. Nebraska Economics and Business Association, Lincoln.
- Rozengard, M.A., & Zalman, R. (2023). *The life and times of the adjunct professor from the perspective of the adjunct lead and the adjunct professor*. Marketing Management Association Spring Educators' Conference, Virtual.
- Schreck, N., & Zalman, R. (2022, September 21). *Student-centered solutions to the demographic cliff using analytics* [Special session]. Marketing Management Association Fall Educators' Conference, San Antonio. <http://www.mmaglobal.org/wp-content/uploads/2022/09/2022-MMA-Fall-Educators-Conference-Program-FINAL-9.20.22.pdf>.
- Zalman, R. (2019). *Creative teaching methods for engaging students through social media curriculum*. Marketing Management Association Fall Educators' Conference, Santa Fe.
- Zalman, R. (2020). Home Instead Senior Care Foundation: GIVE65 Social Media Fundraising Campaign Case Study. In Lipschultz, J., *Social Media Measurement and Management* (1st ed). Taylor & Frances.
- Zalman, R. (2023). *Decision-making and loss aversion among insurance professionals: A quantitative study of negativity bias*. [Doctoral dissertation, Saint Leo University]. ProQuest Dissertations and Theses Global.
- Zalman, R. (2023). Home Instead Senior Care Foundation: GIVE65 Social Media Fundraising Campaign Case Study. In Lipschultz, J., *Social Media Measurement and Management* (2nd ed). Taylor & Frances.
- Zalman, R. (2023). *Amplifying digital marketing education: Exploring the impact of Social Media Saturdays*. [Position Paper.] Marketing Management Association Fall Educators' Conference, Orlando.
- Zalman, R. (2024). Home Instead Senior Care Foundation: GIVE65 Social Media Fundraising Campaign Case Study. In Lipschultz, J., *Social Media Measurement and Management* (2nd ed). Taylor & Frances.
- Zalman, R., Cronin-Gilmore, J., Johnson, M. (2020). *Creative teaching methods to prepare capable students in challenging times*. [Position Paper]. Marketing Management Association Fall Educators' Conference, Virtual.

## CURRICULUM VITAE – Randa Zalman

<http://www.mmaglobal.org/publications/Proceedings/2020-MMA-Virtual-Experience-Proceedings.pdf>

Zalman, R., McDonnell-Jones, E., & Rozengard, M.A. (2023). *Empowering future teachers through social media: Bellevue University's Internship Program*. [Position Paper]. Marketing Management Association Fall Educators' Conference, Orlando. s

Zalman, R., & Mancini, D. (2021). *Changes to online teaching management during Covid-19* [Position Paper]. Marketing Management Association Fall Educators Conference, Virtual. [https://d1keuthy5s86c8.cloudfront.net/static/ems/upload/files/Proceedings\\_Fall\\_2021\\_Final.pdf](https://d1keuthy5s86c8.cloudfront.net/static/ems/upload/files/Proceedings_Fall_2021_Final.pdf)

Zalman, R., Rozengard, M.A., & Johnson, M.M. (2022). *Graduate student mentoring to improve retention* [Position Paper]. Marketing Management Association Fall Educators' Conference, San Antonio. <http://www.mmaglobal.org/wp-content/uploads/2022/09/2022-MMA-Fall-Educators-Conference-Program-FINAL-9.20.22.pdf>.

Zalman, R., & Schreck, N. (2022, September 23). *Crafting an effective data-driven course in marketing*. [Special Session]. Marketing Management Association Fall Educators' Conference, San Antonio. <http://www.mmaglobal.org/wp-content/uploads/2022/09/2022-MMA-Fall-Educators-Conference-Program-FINAL-9.20.22.pdf>

## UNPUBLISHED ARTICLES, MANUSCRIPTS AND BOOKS

Baggett, S., Cronin-Gilmore, J., & Zalman, R. (2022, February 23-25). *Food experiences and their impact on vacation travel decisions*. Southeastern Case Research Association (SECRA) Annual Conference, Myrtle Beach, SC.

Zalman, R. (2022). *Grasslands and Green Dragon media relations case study: Growing interest in a budding industry*. Southeastern Case Research Association (SECRA) Annual Conference, Myrtle Beach, SC.

Zalman, R. (2023). *Overcoming negativity bias: Strategies for creating positive and effective social media content*. #StateofSocial Social Media Conference 2023, Perth, Australia

Zalman, R., McDonnell-Jones, E., & Rozengard, M. A. (2023). *Empowering future teachers through social media: A case study of Bellevue University's internship program*. #StateofSocial Social Media Conference 2023, Perth, Australia

## SCHOLARLY REVIEWER

**CURRICULUM VITAE – Randa Zalman**

**2024**

Marketing Management Association Fall Educators’ Conference Refereed Paper Evaluations  
“Teaching Business Ethics with Mindful Marketing” (June 2024)

**2023**

Marketing Management Association Fall Educators’ Conference Refereed Paper Evaluations  
“Zoomer Generation Attitudes Toward Used Car Automobile Purchasing Channels” (June 2023)  
“The AI-Powered Marketing Educator: The Use of ChatGPT to Generate Blog and Social Media Content in a Social Media Marketing Course” (June 2023)

Wall Street Journal American Marketing Association Case Competition (January 11, 2023)

**2022**

American Marketing Association Website Competition (December 28, 2022)

**2021**

American Marketing Association Student International Collegiate Competition (April 8-9, 2021)

American Marketing Association Student Sales Competition Finals (April 10, 2021)

Marketing Management Association Fall Educators’ Conference Refereed Paper Evaluations  
“An Assessment of a retailing management multiple-choice question bank taxonomy.” (October 2021)

Marketing Management Association Fall Educators’ Conference Refereed Paper Evaluations  
“The Digital Divide: Responding to the Digital, Social, & Mobile Skills Gap.” (July 2022)

Stukent. Brand Management. Chapter Review. (September 2021)

Stukent. Advertising & Promotion. Chapter Review. (November 2021)

**TEACHING EXPERIENCE**

Bellevue University (2007-Present)

<b>Course Title</b>	<b>Dates   Class Type</b>
MBA 635 – Marketing & New Media	Summer 2024   Online
MSMK 650 – Brand Management	Summer 2024   Online
MBA 500 – Business Performance Mgmt	Spring 2024   Online
BA 463 – Global Brand Marketing	Winter 2023   Residential
BA 663 – Global Brand Marketing	Winter 2023   Residential
MBA 500 – Business Performance Mgmt	Winter 2023   Online

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MBA 635 – Marketing & New Media	Winter 2023   Online
MBA 635 – Marketing & New Media	Fall 2023   Online
MBA 635 – Marketing & New Media MBA 635 – Marketing & New Media	Summer 2023   Online Summer 2023   Online
BA 252 – Principles of Marketing BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing MBA 628 – Opportunity, Analysis, Creativity and Sustainability MBA 635 – Marketing & New Media MBA 635 – Marketing & New Media	Spring 2023   Online Spring 2023   Online Spring 2023   Online  Spring 2023   Residential Spring 2023   Online
BA 252 – Principles of Marketing	Winter 2022   Residential
BA 455 – Internet Marketing BA 655 – Internet Marketing BSCL 410 – Electronic Commerce and Distribution MBA 628 – Opportunity, Analysis, Creativity and Sustainability MSMK 600 – Marketing Strategies	Fall 2022   Online Fall 2022   Online Fall 2022   Online  Fall 2022   Online  Fall 2022   Online
MBA 635 – Marketing & New Media MBA 635 – Marketing & New Media	Summer 2022   Online Summer 2022   Online
BA 456 – International Consumer Behavior BA 656 – International Consumer Behavior BA 456 – International Consumer Behavior BA 656 – International Consumer Behavior BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing MBA 635 – Marketing & New Media MBA 635 – Marketing & New Media MSMK 625 – Qualitative Analysis	Spring 2022   Residential Spring 2022   Residential Spring 2022   Online Spring 2022   Online Spring 2022   Online Spring 2022   Online Spring 2022   Residential Spring 2022   Online Spring 2022   Online
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing BA 493 – Marketing Internship MBA 635 – Marketing & New Media MSMK 610 – Strategic Internet Marketing	Winter 2021   Residential Winter 2021   Residential Winter 2021   Online Winter 2021   Online Winter 2021   Online

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MSMK 615 – Ethical and Legal Issues in Marketing	Winter 2021   Online
BA 455 – Internet Marketing BA 655 – Internet Marketing BSCL 410 – Electronic Commerce and Distribution MSMK 600 – Marketing Strategies MSMK 605 – Buyer Behavior	Fall 2021   Online Fall 2021   Online Fall 2021   Online Fall 2021   Online Fall 2021   Online
MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy MBA 664 – Marketing Research	Summer 2021   Online Summer 2021   Online Summer 2021   Online Summer 2021   Online
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing MBA 635 – Marketing & New Media Strategy	Spring 2021   Online Spring 2021   Online Spring 2021   Online
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy MSMK 650 – Brand Management MSMK 655 – Advertising & Promotions Management	Winter 2020   Online Winter 2020   Online Winter 2020   Online Winter 2020   Online Winter 2020   Online Winter 2020   Online
BA 455 – Internet Marketing BA 455 – Internet Marketing BA 655 – Internet Marketing BA 655 – Internet Marketing BSCL 410 – Electronic Commerce and Distribution BSCL 410 – Electronic Commerce and Distribution MBA 635 – Marketing & New Media MBA 664 – Marketing Research MSMK 640 – Website and SEO MSMK 645 – Marketing Finance	Fall 2020   Hybrid Fall 2020   Online Fall 2020   Hybrid Fall 2020   Online Fall 2020   Hybrid Fall 2020   Online Fall 2020   Online Fall 2020   Online Fall 2020   Online Fall 2020   Online
MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy MBA 664 – Marketing Research	Summer 2020   Online Summer 2020   Online Summer 2020   Online



## CURRICULUM VITAE – Randa Zalman

MSMK 630 – Social Media MSMK 635 – Social Media Marketing Campaign	Summer 2020   Online Summer 2020   Online
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing BSCL 330 – Transnational Marketing Strategy MBA 635 – Marketing & New Media Strategy	Spring 2020   Residential, Shift to Online Spring 2020   Residential, Shift to Online Spring 2020   Residential, Shift to Online Spring 2020   Online
BA 252 – Principles of Marketing BA 455 – Internet Marketing BA 655 – Internet Marketing BSCL 410 – Electronic Commerce and Distribution MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy MSMK 610 – Strategic Internet Marketing MSMK 615 – Ethical and Legal Issues in Marketing	Winter 2019   Online Winter 2019   Residential Winter 2019   Residential Winter 2019   Residential Winter 2019   Online Winter 2019   Online Winter 2019   Online Winter 2019   Online
BA 455 – Internet Marketing BA 655 – Internet Marketing BSCL 410 – Electronic Commerce and Distribution MBA 635 – Marketing & New Media Strategy MSMK 600 – Marketing Strategies MSMK 605 – Buyer Behavior	Fall 2019   Online Fall 2019   Online Fall 2019   Online Fall 2019   Residential Fall 2019   Online Fall 2019   Online
MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy	Summer 2019   Online Summer 2019   Online
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing MBA 635 – Marketing & New Media Strategy MBA 635 – Marketing & New Media Strategy	Spring 2019   Online Spring 2019   Online Spring 2019   Online Spring 2019   Online
MBA 635 – Marketing & New Media Strategy	Winter 2018   Online
MBA 635 – Marketing & New Media Strategy	Winter 2017   Online
MBA 635 – Marketing & New Media Strategy	Fall 2017   Residential

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MBA 635 – Marketing & New Media Strategy	Summer 2017   Residential
BA 463 – Global Brand Marketing BA 663 – Global Brand Marketing	Spring 2017   Online Spring 2017   Online
MSMK 650 – Brand Management MSMK 655 – Advertising and Promotions Management	Fall 2016   Online Fall 2016   Online
MSMK 640 – Website and SEO MSMK 645 – Marketing Finance MSMK 635 – Marketing & New Media Strategy	Summer 2016   Online Summer 2016   Online Summer 2016   Residential
MSMK 630 – Social Media MBA 635 – Marketing & New Media Strategy MSMK 635 – Social Media Marketing Campaigns	Spring 2016   Online Spring 2016   Residential Spring 2016   Online
MBA 635 – Marketing & New Media Strategy BA 663 – Global Brand Marketing BA 463 – Global Brand Marketing	Summer 2015   Residential Summer 2015   Online Summer 2015   Online
BA 663 – Global Brand Marketing BA 463 – Global Brand Marketing	Winter 2014   Residential Winter 2014   Residential
MBA 652 – Marketing Strategy	Fall 2014   Residential
BA 455 – Internet Marketing BA 655 – Internet Marketing	Summer 2014   Residential Summer 2014   Residential
MBA 652 – Marketing Strategy	Winter 2013   Residential
ADMC 340 – Advertising	Spring 2007   Online
ADMC 330 – Consumer Behavior	Winter 2007   Online
ADMC 320 – Research and Statistics ADMC 310 – Principles of Marketing ADMC 300 – Management	Fall 2007   Online Fall 2007   Online Fall 2007   Online

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### RESPONSIBLE PARTY

BA455/BA655/BSCL410	Internet Marketing
BA463/B663	Global Brand Marketing
BSCL 330	Transnational Marketing Strategies
ENT230	Introduction to Entrepreneurship
ENT250	Entrepreneurial Marketing
ENT450	Social Media
MBA 628	Opportunity, Analysis, Creativity & Sustainability
MBA 635	Marketing & New Media Strategies
MBA 664	Marketing Research
MKTG 302	Information & Influence
MKTG 406	Data for Decisions
MKTG 418	Social Media
MKTG 422	Contemporary Marketing Skills
MSMK 605	Marketing Strategies
MSMK 610	Strategic Internet Marketing
MSMK 615	Ethical and Legal Issues in Marketing
MSMK 620	Marketing Analytics
MSMK 625	Qualitative Analysis
MSMK 630	Social Media
MSMK 635	Social Media Campaigns
MSMK 640	Website, SEM and SEO
MSMK 650	Brand Management
MSMK 655	Advertising and Promotions Management

### PROGRAM DIRECTOR

#### **Master of Business Administration**

*Offered in both traditional and cohort versions with 6-, 10- and 12-week courses. Courses passed 96% threshold for Ally (accessibility) scores. Manage specialized cohorts tailored for corporate partners and specialized groups such as Yeshiva Initiatives Educational Programs (YIEP) and Guangzhou College of Commerce (GCC).*

MBA 500	Business Performance Management
MBA 520	Financial Reporting & Analysis
MBA 611	Economics
MBA 615	Human Capital & Organization
MBA 624	Business Analysis for Decision-Making
MBA 626	Operations Management Strategy in a Global Context

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MBA 628	Opportunity, Analysis, Creativity & Sustainability
MBA 634	Advanced Organizational Management and Theory
MBA 635	Marketing & New Media Strategy
MBA 638	Applied Leadership Dynamics
MBA 641	Accounting for Performance Management
MBA 655	Financial Management & Strategy
MBA 664	Marketing Research
MBA 665	Advanced Law
MBA 667	Regulation & Ethics for Internal Business
MBA 670	Essentials of Supply Chain Management
MBA 675	Operation & Logistics in the Value Chain
MBA 676	Information Technology Practices for Managing the Supply Chain
MBA 677	Logistics Management
MBA 680	Strategy Innovation & Integration

### **Master of Strategic Marketing**

*Offered in cohort version with 6-week courses. Courses passed 96% threshold for Ally (accessibility) scores.*

MSMK 600	Marketing Strategies
MSMK 605	Buyer Behavior
MSMK 610	Strategic Internet Marketing
MSMK 615	Ethical and Legal Issues in Marketing
MSMK 620	Marketing Analytics
MSMK 625	Qualitative Analysis
MSMK 630	Social Media
MSMK 635	Social Media Campaigns
MSMK 640	Website, SEM and SEO
MSMK 645	Marketing Finance
MSMK 650	Brand Management
MSMK 655	Advertising and Promotions Management

### **Bachelor of Business Administration (Co-Program Director)**

### **Bachelor of Marketing (Co-Program Director)**

## **CURRICULUM UPDATES AND COURSE REDESIGNS**

2023/2024 – MBA Program, Redesign

Redesigned 18-month online synchronous and asynchronous graduate business program.

2023/2024 – Undergraduate Marketing Program, Redesign

Redesigned 18-month online asynchronous undergraduate marketing cohort program.

## **CURRICULUM VITAE – Randa Zalman**

- Course curriculum and assessment: MKTG 302 Information & Influence, MKTG 406 Data for Decision Making; MKTG 416 Social Media

2023 –Updated Master of Marketing Program with updated simulations (MSMK 610, MSMK 630, MSMK 635, MSMK 640). Updated research block (MSMK 620, MSMK 625 and MBA 664) with new content. Transitioned courses to Blackboard Ultra and updated Ally compliance to all courses above 96%. Updated MBA 500 Business Performance Management.

2022 - Redesigned Transnational Marketing Strategies (BSCL 330) to accommodate for a synchronous hybrid (residential and GCC) course; Transitioned Opportunity Analysis, Creativity & Sustainability (MBA 628) from a six-week course to a 10-week course; Asked all online adjuncts to record a welcome video for courses; Implemented Ally and adaptive release to Blackboard courses; Updated several courses with new textbook editions (MBA 635, MSMK 600, MSMK 605, MSMK 630, MSMK 635, MSMK 655); Updated Google certifications for MSMK 610 and MSMK 640.

2021 – Updated all marketing certifications in undergraduate and graduate programs; Updated video modules in undergraduate and graduate programs; Redesigned Strategic Internet Marketing (MSMK 610); Reviewed and updated textbooks and curriculum for Master's of Marketing (MSMK) courses; Explored and researched adding marketing simulations to MSMK program courses.

2020 – Updated all undergraduate and graduate marketing certifications; Reviewed and updated case studies in MBA 635; Updated video modules; and redesigned Internet Marketing (BA 455/655).

2019 – Added marketing certifications to MSMK (610, 620, 635, 640), BA (252, 455/655, 456/656, 458/658), BSCL (410) and MKTG (400, 410); Redesigned Global Brand Marketing (BA 463/663).

2016 – Curriculum development for various Master of Strategic Marketing (MSMK) courses.

### **ADDITIONAL COURSE REVIEWS**

AC 403/603	Accounting Information Security (AIC), Investigations and Analytics (2024)
BA206	Global Business (2022)
BA212	Customer Service Essentials (2022)
BA252	Principles of Marketing (2023)
BHMC200	Healthcare Operations Management (2022)
BSCL310	Supply Chain Sourcing (2022)
MKTG 306	Solving Marketing Problems (2024)
MSM520	Management of Resources (2020)

## **CURRICULUM VITAE – Randa Zalman**

### **PROFESSIONAL PRESENTATIONS**

#### **2024**

AMERICAN FRATERNAL ALLIANCE, 2024 \* Chicago, IL

Spring Symposium

Presentations: “Strategic Assessments for Chapter Sustainability & Governance Excellence” and “Navigating Volunteer Trends & Connecting with Younger Demographics”

AMERICAN FRATERNAL ALLIANCE, 2024 \* Pittsburg, PA

Lunch & Learn Workshop

Presentation: “Membership: Ensuring Your Chapter System is Structured for Success & Sustainability”

#### **2023**

GBU LIFE 2023 DISTRICT FORUM, 2023 \* Clarksburg, West Virginia

Presentation: “Building Brand Trust and Loyalty: Leveraging Social Media for Consistent Messaging in Fraternal Organizations”

INDIANA CREDIT UNION LEAGUE, 2023 \* Indianapolis, Indiana

2023 Annual Convention

Presentation: “Harnessing the Power of Artificial Intelligence (AI): Marketing Insights for Credit Unions”

NEBRASKA STATE HISTORICAL SOCIETY FOUNDATION, 2023\* Lincoln, Nebraska

Social Media Bootcamp

#### **2022**

INDIANA CREDIT UNION LEAGUE, 2022 \* Indianapolis

2022 Annual Convention

Presentation: “Looking Ahead: 2023 Marketing and Consumer Trends”

#### **2021**

AMERICAN ADVERTISING FEDERATION, 2021 \* Virtual

AAF Virtual Expert Panel

Presentation: “The State of Social Media”

ANTIDOTE 71, 2021 \* Virtual

Agency and Client Presentation

Presentation: “Crisis Communication and Search Engine Optimization Adjustments”

INSURANCE MARKETING INSTITUTE, 2021 \* Virtual

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Monthly Webinar Speaker Series

Presentation: “Facebook Algorithm” and “Strategic Planning”

NEBRASKA HEALTHCARE MARKETERS, 2021 \* Virtual  
Fall Conference

Presentation: “Strategic Planning”

T.S. BANKING GROUP, 2021 \* Virtual  
Public Relations and Marketing Team

Presentation: “Advanced Media Training”

WYSH LIFE AND HEALTH INSURANCE COMPANY, 2021 \* Virtual  
All Mktg/Compliance Team Meeting

Presentation: “Current Regulatory Environment”

### **2020**

AMERICAN FRATERNAL ALLIANCE, 2020 \* Indianapolis, IN  
Spring Symposium

Presentation: “Social Media Compliance Engagement Tactics,” “Influencer Marketing”

HOBY, 2020 \* Seward, NE  
High School Leadership Conference

Presentation: “Living Leadership”

INSURANCE MARKETING INSTITUTE, 2020 \* Omaha, NE  
Monthly Webinar Speaker Series

Presentation: “Building Editorial Calendars,” “Digital Marketing Trends for 2020”

NEBRASKA CREDIT UNION LEAGUE, 2020 \* Kearney, NE  
Social Media Boot Camp

Presentation: “Open Your Eyes,” “Social Media Engagement,” “Social Media Best Practices,” “Social Media in Practice,” “Assembling Social Media Plans”

### **2019**

COUNCIL ON LICENSURE ENFORCEMENT AND REGULATION (CLEAR), 2019 \* Charleston, SC  
Winter Symposium

Workshop: “Communicating and Using Social Media in a Regulated Environment,”  
“Social Media Best Practices,” “Social Media Strategy and Tactics,” and “Upcoming  
Social Media Trends”

FIRST CONSULTING, 2019 \* Kansas City, MO  
Insurance Advertising Summit

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Presentations: “Building Compliant Social Media Content,” “Search Engine Optimization,” “Social Media Online Reviews,” “Tricky Social Media Tactics”

HEALTH CENTER ASSOCIATION OF NEBRASKA, 2019 \* Omaha, NE  
Compliance Webinar Series

Presentation: “Posting with Caution: Social Media and HIPPA”

HOBY, 2019 \* Seward, NE  
High School Leadership Conference

Presentation: “Living Leadership”

MARKETING MANAGEMENT ASSOCIATION, 2019 \* Santa Fe, NM  
Fall Educators’ Conference

Presentation: “Creative teaching methods for engaging students through social media curriculum”

OMAHA CHAMBER OF COMMERCE, 2019 \* Omaha, NE  
REACH Small Business Entrepreneurial Program

Presentation: “Social Media and Small Business Planning”

NEBRASKA HEALTHCARE MARKETERS, 2019 \* Omaha, NE  
Professional Development Conference

Presentation: “Social Media Platforms, Tools & Software: What You Need to Know for Social Media Management”

NEBRASKA HEALTHCARE MARKETERS, 2019 \* Omaha, NE  
Professional Development Webinar Series

Presentation: “Social Media Budgeting, FB Paid Placement,” “Conducting a SWOT Analysis”

INSURANCE MARKETING INSTITUTE, 2019 \* Omaha, NE  
Insurance Social Media Marketing Boot Camp

Workshop: “Compliant Social Media that Sells”

PUBLIC RELATIONS SOCIETY OF AMERICA, NEBRASKA CHAPTER, 2019 \* Omaha, NE  
November Luncheon

Presentation: “Savvy Social Media Strategies that Inspire Action”

### **2018**

AMERICAN ADVERTISING ASSOCIATION, AMERICAN MARKETING ASSOCIATION, PUBLIC RELATIONS SOCIETY OF AMERICA, 2018 \* LaVista, NE  
OnBrand Conference

Panel: Women’s Leadership



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AMERICAN MARKETING ASSOCIATION, 2018 \* Omaha, NE  
Luncheon Keynote

Presentation: “7 Digital Marketing Trends that Will Carry You Into 2019”

ASSOCIATION FOR FUNDRAISING PROFESSIONALS, 2018 \* Omaha, NE  
Professional Development Conference

Presentation: “Nebraska Marker Project Case Study”

CREIGHTON UNIVERSITY, 2018 \* Omaha, NE

College of Journalism, Media and Computing, Certificate in Public Relations

Panel: Public Relations and Marketing

FIRST CONSULTING, 2018 \* Kansas City, MO

Insurance Advertising Summit

Presentations: “Bending Direct Marketing and Social Media for Integrated Marketing Campaign Success,” “How Social Media is Impacting the Industry,” and “Social Media Trends to Prepare For”

NEBRASKA HEALTHCARE MARKETERS, 2018 \* Omaha, NE

Professional Development Conference

Presentation: “Posting with Caution: HIPAA and Social Media”

UNIVERSITY OF NEBRASKA OMAHA, 2018 \* Omaha, NE

College of Public Affairs and Community Service, Certificate in Fundraising Management

Panel: Public Relations and Marketing

UNIVERSITY OF NEBRASKA OMAHA, 2018 \* Omaha, NE

College of Communications, Fine Art and Media, Entrepreneurial Program

Panel: Entrepreneurial, Leadership, Marketing

## **2017**

AMERICAN FRATERNAL ALLIANCE, 2017 \* Chicago, IL

Spring Symposium

Presentation: “Social Media is Advertising”

AMERICAN MARKETING ASSOCIATION, 2017 \* Omaha, NE

Special Interest Group

Presentation: “Nebraska Marker Project Case Study”

BELLEVUE UNIVERSITY, 2017 \* Bellevue, NE

Stanford Institute of Philanthropy

Presentation: “Making the Most of Social Media in a Nonprofit World”

## **CURRICULUM VITAE – Randa Zalman**

CREIGHTON UNIVERSITY, 2017 \* Omaha, NE

HOBY Leadership, Annual Conference

Presentation: “Establishing Your Personal Reputation via Social Media, Online”

FIRST CONSULTING, 2017 \* Kansas City, MO

Insurance Advertising Summit

Presentation: “Art of Diplomacy,” “How Social Media is Impacting the Industry,” “Paid Promoted Posts,” “Peer and Online Reviews,” and “Popular Social Media Trends”

INSURANCE ADVERTISING COMPLIANCE ASSOCIATION, 2017 \* Scottsdale, AZ

National Annual Conference

Presentation: “Leveraging Big Data for Social Media Marketing”

INSURANCE ASSOCIATION OF THE CARRIBEAN, 2017 \* Punta Cana, Dominican Republic

International Caribbean Insurance Conference

Presentation: “Social Media Is Advertising: Creating Compelling, Compliant and Engaging Social Media Content”

LINCOLN POSTAL COUNCIL, 2017 \* Lincoln, NE

Annual Conference

Presentation: Bending Direct Marketing and Social Media for Integrated Marketing Campaign Success

NEW LEADERS COUNCIL, 2017 \* Omaha, NE

Fall Conference

Presentation: “Crisis Communication 101”

OMAHA CHAMBER OF COMMERCE, 2017 \* Omaha, NE

Small Business Summit

Presentation: “Increasing Social Media Engagement”

OMAHA POSTAL COUNCIL, 2017 \* Omaha, NE

Annual Conference

Presentation: “Bending Direct Marketing and Social Media for Integrated Marketing Campaign Success”

OPTIMIST CLUB, 2017 \* Omaha, NE

Monthly Luncheon

Presentation: “Social Media for Beginners”

UNITED STATES TRAVEL INSURANCE INDUSTRY, 2017 \* Naples, FL

Annual Conference

Presentation: “How Social Media is Impacting the Industry”

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UNIVERSITY OF NEBRASKA, 2017 \* Lincoln, NE  
Advertising Educational Foundation  
Presentation: “Crisis Communication 101”

UNIVERSITY OF NEBRASKA, 2017 \* Omaha, NE  
Communications, Fine Art and Media, Entrepreneurial Program  
Panel: Marketing and Social Media

### **2016**

AMERICAN MARKETING ASSOCIATION  
Medical Student Advocacy and Regional Conference  
Presentation: “Crisis Communication 101”

CREIGHTON UNIVERSITY, 2016 \* Omaha, NE  
College of Journalism, Media and Computing, Certificate in Public Relations  
Presentation: “Measuring Communication that Matters”

FIRST CONSULTING, 2016 \* Kansas City, MO  
Insurance Advertising Summit  
Presentations: “How Social Media is Impacting the Industry,” “Using Paid Promotions in Social Media,” “How to Handle Online and Peer Reviews,” “Popular Social Media Trends,” and “How to Draft an Effective Social Media Policy”

METROPOLITAN COMMUNITY COLLEGE, 2016 \* Omaha, NE  
Omaha Chamber of Commerce, REACH Program  
Presentation: “Small Business Social Media”

NEBRASKA CREDIT UNION LEAGUE, 2016 \* Ashland, NE  
Marketing Symposium  
Presentation: “Social Media Engagement”

STOCKHOLM INTERNATIONAL WATER INSTITUTE, 2016 \* Stockholm, Sweden  
SIWI World Water Week  
Presentation: “Steps to Telling Your Story to Make an Impact”

UNIVERSITY OF NEBRASKA, 2016 \* Lincoln, NE  
Social Media Lab, Nebraska Extension  
Panel: Social Media

### **PROFESSIONAL DEVELOPMENT / PRESENTATIONS ATTENDED**

- American Marketing Association Higher Education Conference (June 22-24, 2021)
- American Marketing Association International Collegiate Conference (April 8-9, 2021)

## **CURRICULUM VITAE – Randa Zalman**

- American Marketing Association Women in Marketing Conference (March 23-26, 2021)
- Bellevue University College of Business Webinar “America’s Fiscal Future: A Conversation with Maya MacGuineas” (April 14, 2021)
- Blackboard Digital Teaching Symposium (April 16, 2021)
- Indiana Credit Union League Annual Convention (October 12, 2022)
- Insurance Advertising and Compliance Association Annual Conference (April 22-23, 2021)
- Institute for Career Advancement Needs, Annual Conference (May 18, 2022)
- International Trade Conference "The State of International Trade: Transforming Paradigms" (April 11, 2019)
- Managing the Multigenerational Workforce (May 13, 2019)
- Marketing Management Association Fall Educators’ Conference (September 20-23, 2022)
- Marketing Management Association Fall Educators’ Conference (September 27-29, 2023)
- Nebraska Economics and Business Association, Great Plains Economics and Business Conference, 54<sup>th</sup> Annual Meeting (October 29, 2021).
- Nebraska Economics and Business Association, Great Plains Economics and Business Conference, 55<sup>th</sup> Annual Meeting (October 28, 2022).
- Nebraska Healthcare Marketers Spring Conference (May 20-21, 2021)
- Saint Leo University Academic Writing Workshop (March 15, 2021)
- Saint Leo University, 2021 Fall Doctoral Colloquium (November 5-6, 2021).
- Saint Leo University, 2021 Spring Doctoral Colloquium (March 19 – 20, 2021)
- Saint Leo University, 2022 Fall Doctoral Colloquium (November 2-4, 2022)
- Scholars Strategy Network, 2024 “Op-Ed Workshop” (February 14, 2024)
- Slacktivism: Cause Marketing (December 11, 2019)
- Super Connector Media, Media Relations Boot Camp (February 22-18, 2021)
- The Future of Retail 2042 Conference (November 4, 2021)
- Wall Street Journal Instructor Conference (August 10, 2023).

## **INSTITUTIONAL SERVICES PERFORMED**

2024 – Present	College of Arts & Sciences, Sports Management Advisory Committee
2023 – Present	College of Business, Academic Portfolio Committee
2023 – Present	College of Business, Mastermind Group
2023 – Present	Institutional Review Boards (IRB) Committee
2022 – Present	Marketing Department Advisory Committee
2020 - Present	Omega Nu Lambda, Bellevue University Chapter, Advisor <ul style="list-style-type: none"><li>• More than \$53,000 raised for scholarships</li></ul>
2021 – Present	American Marketing Association Student Pinnacle Awards <ul style="list-style-type: none"><li>• Swept the student competition category for the past three years</li></ul>
2021 - Present	Bellevue University Scholarship Committee, Reviewer
2019 – Present	College of Business Advisory Committee

## **CURRICULUM VITAE – Randa Zalman**

2019 – Present            Social Media evaluation for various College of Business programs  
2019 – Present            Pratt Entrepreneurial Award, Mentor

### **INDUSTRY CONSULTATION**

Below is a list of clients and recent projects. Engaging in the occasional consultation project helps me maintain proficiency in skill set and remain aware of the requirements for student success in practical settings.

- American Fraternal Association – Fraternal Toolkit & Workbook
- Sentry Insurance – Compliance Advertising Review Renovation
- WarHorse Gaming – Social Media Governance Protocol, Social Media Audit, Social Media Action Plan

### **INDUSTRY AFFILIATIONS**

#### **PRESENT**

- American Marketing Association, Omaha Chapter (Active Member, Trainer)
- Marketing Management Association Board of Directors (Social Media Chair)
- Nebraska State Historical Society Foundation (Trustee, Board of Directors, Executive Committee, Mediation Committee, Marketing Committee)
- Saint Leo University Alumni Board of Directors

#### **PAST**

- American Advertising Federation – Omaha (Former Board of Directors)
- Association of Strategic Marketing (Active Member)
- Diana Award (North American Chair, International Judging Panel)
- Insurance Advertising Compliance Association (Active Member, Committee Chair, Former Officer, Former Board of Directors)
- Mid-America Direct Marketing Association (Former President, Former Board of Directors)
- Nebraska Healthcare Marketers Association (Active Member)
- Public Relations Society of America (Active Member, Board of Directors)

### **HONORS, AWARDS AND RECOGNITIONS**

2020    Inductee Omega Nu Lambda Honor Society  
2018    American Marketing Association of Omaha, Marketer of the Year  
2018    Nominee for the Omaha Chamber Business Excellence Award  
2017    Public Relations Society of America, Nebraska Chapter Service Award Winner  
2017    Public Relations Society of America, Nebraska Leuschen Fellowship Award Winner  
2017    Nominee for the Bellevue University Lou Soukup Adjunct Faculty Award  
2012    American Advertising Federation of Omaha, Professional of the Year

## **CURRICULUM VITAE – Randa Zalman**

### **PROFESSIONAL NOTABLES**

- Recipient of numerous industry awards for creative execution and strategic direction.
- Invited to serve on the National Association of Insurance Counselors (NAIC) committee to draft national social media regulations for the industry.
- Founded *Social Media Saturdays*, a no-charge monthly webinar to help students and professionals become more comfortable in the social media space.
- Admiral in the Nebraska Navy (Honorary Title)