






Teri W. Wheaton

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[portfolio](#) 

SUMMARY OF QUALIFICATIONS

Experienced marketing and creative professional with several years of expertise in graphic design, web design, social media, and video production, leading to increased brand and event awareness. Core competencies include brand management, customer relationship management, and project management.

WORK EXPERIENCE

Georgia Health Policy Center, Georgia State University, Atlanta, GA

Marketing Manager (2016 – 2022); Marketing and Public Relations Manager (2022 – present)

- Management of graphic design and layout of center-wide and project-based marketing collateral
- Project management of center-published books (design, typesetting, and formatting)
- Design and build of multiple project websites and general maintenance of the center website.
- Management of social media marketing
- Creation of the center's brand style guide and conference guide
- Production of internal videos and project webinars and informational videos
- Management of organizational conference calendar and finalizing of sponsorship opportunities
- Collaboration with external consultants on projects as necessary

Coda Marketing, Smyrna, GA

Owner (2015 – 2019)

- Managed several concurrent web design and marketing collateral design projects
- Business development through social media and email marketing
- Served as an administrator for client social media sites

Biology Department, Georgia State University, Atlanta, GA

Administrative Coordinator (2014 – 2015)

- Redesigned department website within University's specifications
- Managed all web maintenance and updates
- Extended department's social media presence to LinkedIn and Vimeo and served as administrator for the department's Facebook page
- Designed marketing collateral for the department's academic programs

Becker Professional Education, Atlanta, GA

Classroom Coordinator (2006 – 2013)

- Coordinated logistics of the international intensive Certified Public Accountant (CPA) review courses, increasing enrollment by 35% by providing personalized support and encouragement

- Designed marketing materials and coordinated material distribution
- Implemented a personal CRM system and marketing efforts to reach potential students
- Served as a company representative at career fairs and trade shows
- Facilitated monthly New Student Orientations

EDUCATION

Georgia State University, J. Mack Robinson College of Business, Atlanta, GA
Master of Business Administration, Marketing, August 2014

American University, Washington, DC
Master of Arts, Film and Video, December 2001

Radford University, Radford, VA
Bachelor of Science, Media Studies, Electronic Journalism, December 1999

CERTIFICATES

Certificate in Digital Marketing
J. Mack Robinson College of Business, Georgia State University, September 2018

ORGANIZATIONS

American Marketing Association (2018 – present)

VOLUNTEER EXPERIENCE

Nickajack Elementary Foundation
Director, Communication and Marketing (2014 – 2020)

- Marketing and communications planning and collateral design for yearly fundraising campaign
- Created and managed distribution of marketing materials for all foundation events
- Designed and built a new foundation website

Campbell Middle School Foundation
Director, Communications and Marketing; Director, Spartan Up! Campaign (2020 – present)

- Managed marketing plan for the foundation's yearly fundraising campaign in the inaugural role
- Designed and built a new foundation website, creating a new seamless online donation procedure
- Responsible for marketing and communications for all foundation events

TECHNICAL SKILLS

WordPress, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Dreamweaver, Adobe Premiere, HTML, Movie Magic Screenwriter, Final Draft, iMovie, Powtoon, Google Drive, Dropbox, Microsoft Office Suite, Constant Contact, MailChimp, Asana, Facebook, LinkedIn, Twitter, Vimeo, YouTube