

Teri W. Wheaton, MBA

Smyrna, GA 30080
(410) 207-9568
trw11278@gmail.com
in/teriwheaton
wilsonwheaton.com



SUMMARY OF QUALIFICATIONS

Experienced team leader and creative professional with over 15 years of expertise in graphic design, web design, social media, and video production, leading to increased brand awareness. Skilled in successful communication, brand development and strategy, customer relationship management, collaboration with cross-functional teams, and project management, while remaining adaptable and meeting targets and deadlines.

WORK EXPERIENCE

Marketing and Public Relations Manager (2022 – present)

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

- Creative direction and brand management of the center's marketing collateral
- Development of branding and marketing guidelines and tools for the center and project-based initiatives
- Management of print, video, digital, and web-based deliverables for over 100 center projects yearly, supporting work in unique statewide, national, and international communities
- Allocation of employee time and expenses to multiple center contract budgets exceeding \$38M
- Collaboration with internal teams to design and build multiple project websites as well as management of the center's website
- Management of social media marketing strategy
- Partnering with internal and external stakeholders to produce promotional videos and project-based videos and webinars
- Supervision of conference calendar and management of sponsorship opportunities and strategies for center promotion
- Engaging external consultants for project collaboration when required

Marketing Manager (2016 – 2022)

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

- Design and layout of center-wide and project-based marketing collateral
- Management of the center's website and design of multiple project websites
- Design of social media graphics and creation of social media strategy
- Creation of the center's brand style guide and conference guide
- Production of internal and project-based videos
- Management of organizational conference calendar and sponsorship opportunities
- Exhibit booth design

Administrative Coordinator (2014 – 2015)

Biology Department, Georgia State University, *Atlanta, GA*

- Collaboration with the university's web team to redesign the department website
- Extended department's social media presence to LinkedIn and Vimeo and served as administrator for all the department's channels

- Designed marketing collateral for the department's academic programs

Classroom Coordinator (2006 – 2013)

Becker Professional Education, Atlanta, GA

- 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

Master of Business Administration, Marketing

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

Master of Arts, Film and Video

American University, Washington, DC, December 2001

Bachelor of Science, Media Studies, Electronic Journalism

Radford University, Radford, VA, December 1999

RELEVANT EXPERIENCE

2023 Stewardship Program, Coach, Georgia Health Policy Center

- Facilitation of bi-weekly meetings of a cohort of new staff members to develop their professional capabilities and learn to live the mission of the center

2021 Stewardship Program, Mentor, Georgia Health Policy Center

- Assisted in the facilitation of bi-weekly meetings of a cohort of staff members to introduce them to being a productive steward of the center

Director, Communications and Marketing; Director, Spartan Up! Campaign (2020 – 2023), Campbell Middle School Foundation

- 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

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

- Marketing and communications planning and collateral design for the yearly fundraising campaign, raising over \$100,000 in 2018, 2019, and 2020
- Created marketing materials and redesigned the foundation website

CERTIFICATES

Certificate in Digital Marketing

J. Mack Robinson College of Business, Georgia State University, September 2018

ORGANIZATIONS

American Marketing Association (2018 – present)

SKILLS

Teri W. Wheaton

trw11278@gmail.com

- Adobe Creative Suite
- Asana
- WordPress
- iMovie
- Canva
- Art and creative direction
- Microsoft Office Suite
- HTML
- Powtoon
- Social media management
- Branding and Identity
- Concept development
- Video production
- MailChimp
- Vimeo
- Project management
- Web design
- Final Draft
- Constant Contact
- Canva