





# Teri Wheaton, MBA

## Creative Professional

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### SUMMARY

A multifaceted, goals-oriented creative professional with years of expertise in graphic design, web design, social media management and design, and video production, leading to increased brand awareness and strengthened brand reputation.

### CAREER EXPERIENCE

**Marketing and Public Relations Manager** 2022 – present  
Georgia Health Policy Center, Georgia State University Atlanta, GA

Creative direction and brand management for the center's overall marketing efforts as well as for deliverables for over 100 center projects annually, supporting work in unique statewide, national, and international communities.

- **Design** - Development of creative concepts and designs for varying types of marketing collateral and project deliverables
  - Creation of branding guidelines and tools for center and projects
  - Management of social media content creation
- **Collaboration** - Successful in communicating and working with people at all levels to achieve goals.
  - Working with cross-functional, internal teams to design, build, and maintain 7 project websites as well as management of the center's website
  - Partnering with internal and external stakeholders to produce promotional videos and project-based videos and webinars
  - Engaging external consultants for project collaboration as needed
  - Coordinating with team leads to allocate employee time and expenses to multiple center contract budgets exceeding \$38M
  - Management of the creative team's social media marketing strategy
- **Conference Sponsorship** - Management of conference calendar, sponsorship opportunities, and strategies for center promotion

**Marketing Manager** 2016 – 2022  
Georgia Health Policy Center, Georgia State University Atlanta, GA

Management and design of centerwide and project-based marketing collateral.

- **Website Design** - Building and maintaining the center and project websites
- **Digital Marketing** - Content creation and development of social media strategy
- **Graphic Design** - Design and layout of center collateral and project deliverables, including creation of the center's brand style guide and conference guide
- **Video Production** - Production of internal and external live-action and animated videos
- **Conference Support** - Management of conference calendar, sponsorship opportunities, and exhibit booth design

### STRENGTHS

- Art and creative direction
- Branding and identity
- Concept development
- Interpersonal communications
- Project management

### SKILLS

Adobe Creative Suite



Asana



Canva



Email marketing



HTML



Social media management



Video production



WordPress



### EDUCATION

**Master of Business Administration, Marketing**  
Georgia State University, 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

### CERTIFICATES

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

**Founder and Creative Director**  
Coda Marketing

2015 – 2019  
Smyrna, GA

Sole proprietor of a full-service marketing firm, specializing in graphic design, web design, and social media management.

- **Multifaceted Multitasking** - Managed several concurrent web design and marketing collateral design projects
- **Business Development** - Marketed services through social media and email marketing
- **Social Media Administration** - Account administration for client social media sites

**Administrative Coordinator**  
Biology Department, Georgia State University

2014 – 2015  
Atlanta, GA

Provided marketing and administrative support to the department to enhance daily operations.

- **Website Redesign** - Collaboration with the university's web team to redesign the department website
- **Social Media Outreach** - Expanded department's social media presence to include LinkedIn and Vimeo, and served as administrator for all channels
- **Collateral Design** - Created marketing collateral for the department's academic programs

## RELEVANT EXPERIENCE

**Stewardship Program Coach**  
Georgia Health Policy Center

2023  
Atlanta, GA

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

**Stewardship Program Mentor**  
Georgia Health Policy Center

2021  
Atlanta, GA

- **Mentorship** - 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**  
Campbell Middle School Foundation

2020 – 2023  
Smyrna, GA

- **Fundraising** - Marketing Planning for the foundation's yearly fundraising campaign in the inaugural role
- **Web Design** - Redesigned and built a new website, creating a new seamless online donation procedure

**Director, Communications and Marketing**  
Nickajack Elementary School Foundation

2014 – 2020  
Smyrna, GA

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

## PROFESSIONAL AFFILIATIONS

**American Marketing Association**

2018 – present

**Delta Sigma Theta Sorority, Inc.**