

Teri Wheaton

Design | Content Creation | Marketing Campaigns

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SUMMARY

Dynamic and innovative creative professional with extensive experience in graphic design, web design, social media management, and video production. Proven track record of elevating brand identity and driving engagement through visually compelling and strategic designs on over 100 projects per year. Skilled in graphic design, website design, social media design and management, business development, relationship management, and cross-functional collaboration. Seeking to leverage expertise to deliver high-quality visual and strategic solutions that enhance brand awareness and reputation.

CAREER EXPERIENCE

Marketing and Public Relations Manager (July 2022-present); Georgia Health Policy Center, Georgia State University, Atlanta, GA
Successfully managed the creative team to develop marketing collateral and project deliverables for the center's annual 100+ projects, supporting over \$25M in awarded grant work statewide, nationally, and internationally. These projects often required collaborating with internal and external cross-functional teams.

- Created branding guidelines and tools and managed the social media strategy for the center and contracted projects to boost brand and event awareness
- Designed, built, and maintained multiple project websites for nonprofit organizations and collaboratives
- Edited and produced promotional videos and project-based videos and webinars in partnership with internal and external stakeholders, utilizing AI when appropriate
- Organized the center's conference calendar and planned the yearly sponsorship opportunities and strategies

Marketing Manager (August 2016-June 2022); Georgia Health Policy Center, Georgia State University, Atlanta, GA
Managed and designed collateral for over \$12M in awarded projects annually, in addition to a refresh of the center's branding. This more modern and attractive branding better appealed to the communities served.

- Built and maintained the center and project websites
- Created social media content and developed a social media strategy, increasing engagement by over 50%
- Designed the center's marketing collateral and all project deliverables, including creation of the center's brand style guide and conference guide
- Led the initiative to incorporate the use of project management software into team operations
- Produced internal and external live-action and animated videos to promote the center, deliver internal messaging, and to accomplish project deliverables
- Managed the conference calendar, sponsorship opportunities, and designed exhibit booth layouts

Founder and Creative Director (May 2015-December 2019); Coda Marketing, Smyrna, GA
Founded a full-service marketing firm, specializing in graphic design, web design, and social media management for other small business owners. Honed skills of business development and customer service while providing professional level marketing and website designs.

- Managed several concurrent web design and marketing collateral design projects
- Directed social media administration for client social media sites, instructing them on best practices

Administrative Coordinator (August 2014-May 2015); Biology Department, Georgia State University, Atlanta, GA
Served as marketing and administrative support to the department, providing structure and improvement to daily operations.

- Redesigned the department's website in collaboration with the university's web team, to facilitate the department following the university's updated web standards
- Expanded department's social media presence to include LinkedIn and Vimeo, and served as administrator for all channels

RELEVANT EXPERIENCE

Stewardship Program Coach (2023); Georgia Health Policy Center, Atlanta, GA

- Co-facilitated 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 (2021); Georgia Health Policy Center, Atlanta, GA

- Served as a mentor to a cohort of staff, introducing them to being a productive steward of the center

Director, Communications and Marketing; Director, Spartan Up! Campaign (August 2020-May 2023); Campbell Middle School Foundation, Smyrna, GA

- Created the marketing plan for the foundation's yearly fundraising campaign in this inaugural role
- Redesigned and built a new website, creating a new seamless online donation procedure

Director, Communications and Marketing (August 2014-May 2020); Nickajack Elementary School Foundation, Smyrna, GA

- Designed collateral and a marketing and communications plan for the yearly fundraising campaign; raised over \$100,000 in 2018, 2019, and 2020
- Redesigned the foundation website and created marketing materials for communitywide distribution

EDUCATION

Master of Business Administration, Marketing; August 2014

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

Master of Arts, Film and Video; December 2001

American University
Washington, DC

Bachelor of Science, Media Studies; December 1999

Radford University
Radford, VA

PROFESSIONAL AFFILIATIONS

- American Marketing Association, 2018 – present
- Delta Sigma Theta Sorority, Inc.

CERTIFICATES

- **Managers Certificate, June 2024;** Georgia State University
- **Certificate in Digital Marketing; September 2018;** J. Mack Robinson College of Business, Georgia State University

SKILLS

- Adobe Creative Suite
- Asana
- Art and creative direction
- Branding and identity management
- Canva
- Email marketing
- Graphic design
- HTML
- Relationship management
- Social media management
- Video editing
- Video production
- Web design

