

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

Georgia Health Policy Center, Georgia State University

2022 – present

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 grants 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 for center promotion

Marketing Manager

Georgia Health Policy Center, Georgia State University

2016 – 2022

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

STRENGTHS

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

Managers Certificate

Georgia State University
June 2024

Certificate in Digital Marketing

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

center, deliver internal messaging, and to accomplish project deliverables

- Managed the conference calendar, sponsorship opportunities, and designed exhibit booth layouts

Founder and Creative Director
Coda Marketing

2015 – 2019
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
Biology Department, Georgia State University

2014 – 2015
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 being in compliance with 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
Georgia Health Policy Center

2023
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
Georgia Health Policy Center

2021
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
Campbell Middle School Foundation

2020 – 2023
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
Nickajack Elementary School Foundation

2014 – 2020
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

PROFESSIONAL AFFILIATIONS

American Marketing Association
Delta Sigma Theta Sorority, Inc.

2018 – present