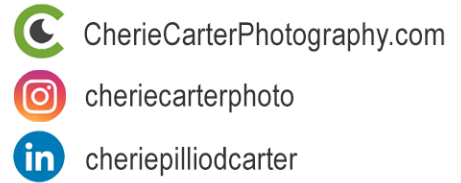




Cherie Carter

Franklin, TN
615.594.4622
cheriecarterphoto@gmail.com



15-year experienced leader in corporate Marketing, Search Engine Optimization (SEO), Design, Team Management, Budget Management, Media Placement and Events

Strong skills in Photoshop, Lightroom, WordPress, HTML, Photography, Microsoft Office and experience with PHP, InDesign, Illustrator, CSS

AP Austin Peay State University: 1997-1998 / B.A. in Studio Art; Minor in Marketing

UT University of Tennessee: 1993-1997

DIRECTOR OF MARKETING // Foundations Recovery Network, Addiction Services Division of UHS

March 2018 - December 2018

- Provide effective leadership to 40+ team members with ethical and professional marketing strategies that reflect the company's vision, purpose, and services. Collaborate with business development, sales, and operational teams to improve admissions process.
- Create a culture that encourages creativity, empowerment, and positivity.
- Liaison for all advertising efforts through multiple media formats, including television, radio, and online publications. Team is responsible in the building and maintenance of facility websites and content, grow social media presence, maintain paid search campaigns, support alumni and grassroots efforts, manage public relations, and providing leading-edge industry educational events through conferences and webinars.

NUMBERS AND STATISTICS

Department responsible for:

- ~ producing between 10,000-13,000 calls a month through SEO, PPC and advertising efforts
- ~ hosting three regional conferences ranging between 500-1,200 attendees for two-four days
- ~ hosting seven regional 6K races annually ranging between 300-1,000 registrants
- ~ developing TV and radio advertisements with a media spend that can reach \$700K per campaign

Reports on ROI and monitored department monthly budget averaging \$675K; oversees annual marketing budget of \$8 million

CREATIVE MARKETING & WEB DIRECTOR // Foundations Recovery Network

June 2008 - March 2018

- Ten-year history of successfully creating, growing, managing and leading 30 team members that effectively market company facilities through online and print. Department responsible for the building, maintenance and promotion of 150+ web properties while using search engine optimization (SEO) techniques with compelling content.
- Successfully able to meet monthly goal of 50+ web admissions.

ARTIST SERVICES & WEBSITE ADMINISTRATION // PassAlong Networks

2006-2008: Product Manager - Storeblocks.com

2003-2006: Creative Manager – PassAlong.com

WEBMASTER // ChristianBook Distributors – Musicforce.com

2001-2003

WEBMASTER // Gaylord Entertainment – MusicCountry.com, Indieforce.com

2000-2001