





Cherie Carter

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 CherieCarterCreative.com


 chericarterphoto

 cheriepilliodcarter

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

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

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

 University of Tennessee: 1993-1997

VICE PRESIDENT OF DIGITAL MARKETING // Meadows Behavioral Healthcare // July 2020 - current

- Promoted to oversee all digital marketing team efforts. This includes all previous digital marketing responsibilities with the addition of paid search advertising, optimizing spend, and generating quality calls that support the company's mission and growth opportunities.
- Support and collaborate with alumni, admissions, and business development through branding, collateral and digital assets that assist in their team's efforts and goals.
- Creatively brainstorm and develop marketing strategies and assets that help company initiatives and messaging.
- Communicate with leadership and board members on department efforts, identify areas of opportunity, and report analytics.
- Maintain monthly budgets and departmental processes to ensure work productivity, efficiency, and growth.

DIRECTOR OF DIGITAL MARKETING // Meadows Behavioral Healthcare // March 2019 - July 2020

- Lead and assist the digital marketing team in the creating, growing, and managing of company facility digital assets including website design, SEO, video, social media, podcasts, local search, and editorial content.
- Successfully update website redesigns in a timely manner through internal and external resources, optimize landing pages for better user experience, identify opportunities for growth, and monitor website analytics and call volume.
- Responsible for organizing, shooting, and editing facility photography and staff headshots.
- Liaison with design agency, provide direction of projects, monitor timelines, and oversee budget responsibilities.

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.

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 // 2001 - 2008

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