



# CHERIE CARTER

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## WORK EXPERIENCE OVERVIEW

I have over 24 years of experience in corporate marketing, with a strong background in leading, managing, and overseeing SEO, print and web design, paid search, social media, video, editorial content, and podcasts while maintaining and reporting on budgets and marketing performance.

## EDUCATION

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

University of Tennessee: 1993 - 1997

## SKILLS

Team Leadership, Budget Management, Photoshop, Lightroom, WordPress, Photography, Microsoft Office Suite

## PROFESSIONAL EXPERIENCE

**Meadows Behavioral Healthcare** ..... **May 2019 - Present**

**VP of Marketing // January 2023 - present**

*Strategy and Implementation:*

- Develop and execute a comprehensive marketing strategy aligned with the organization's goals and objectives.
- Identify target audiences and define key marketing tactics to engage and convert customers
- Stay updated on industry trends, branding, and emerging marketing technologies to maintain a competitive edge

*Leadership:*

- Build, manage, and coach a high-performing marketing team
- Set clear performance goals, measure team performance, and provide regular feedback to drive results
- Work closely with departments to align sales, alumni, admissions, and marketing strategies
- Serve as liaison with vendors, marketing partners, and agencies

*Marketing Production:*

- Oversee the planning, execution, and optimization of advertising campaigns across various channels, such as search engines, directories, Google My Business, social media, and print materials
- Monitor campaign performance, analyze data, and provide actionable insights to optimize campaigns and improve ROI through Hubspot, Google Analytics, and dashboards
- Oversee the development and implementation of email campaigns and customer journeys, monitoring and optimizing performance, evaluating and improving digital lead processes, and identifying new opportunities
- Provide editorial resources through internal and external resources for press releases, proofing, and content production
- Develop marketing collateral with cohesive branding, high quality, and up-to-date information both visually and editorially
- Maintain annual LegitScript Certification across all facilities, a requirement for paid search advertising for drug and alcohol treatment services
- Create a library of photo and marketing video assets to showcase facilities, program offerings, and staff

*Data Analysis & Reporting*

- Implement, manage, analyze, and review call tracking, recording, and performance metrics
- Identify areas of improvement, recommend strategies for optimization, and implement data-driven decision-making processes
- Manage marketing budgets, negotiate contracts with vendors, and ensure cost-effective utilization of resources

**VP of Digital Marketing // July 2020 - January 2023**

- 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 // 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 promptly through internal and external resources, optimize landing pages for better user experience, identify growth opportunities, 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

**Foundations Recovery Network ..... June 2008 - December 2019**

**Director of Marketing // March 2018 - December 2018**

- Provide effective leadership to 40+ team members that instill ethical and professional marketing strategies that reflect the company's vision, purpose, and services. Collaborate closely with Business Development, sales, and operational teams to improve the admissions process. Create a culture that encourages creativity, empowerment, and positivity.
- Liaison for all advertising efforts through multiple media, including television, radio, and online publications. Team responsible for the building and maintenance of facility websites and content, growing social media presence, maintaining paid search campaigns, supporting alumni and grassroots efforts, managing public relations, and providing leading-edge industry educational events through conferences and webinars.
- Maintain monthly budgets and departmental processes to ensure work productivity, efficiency, and growth

**Creative Marketing & Web Director // June 2008 - March 2018**

- Ten-year history of successfully creating, growing, managing, and leading nearly 30 team members that effectively market company facilities, services, and campaigns in this highly competitive space of healthcare
- Team responsible for the building, maintenance, and promotion of 150+ web properties while using the latest search engine optimization (SEO) techniques, producing compelling content, and implementing leading-edge Web design (both mobile and desktop) within specific deadlines and budgets
- Oversee the design and production of all branding concepts, print, and online marketing, including email campaigns, logos, print ads, brochures, and other promotional collateral

**Passalong Networks ..... 2001 - 2008**

**Product Manager // 2006 - 2008**

**Creative Manager // 2003 - 2006**

**Christianbook Distributors (Musicforce.com) ..... 2001 - 2003**

**Webmaster**

**Gaylord Digital (MusicCountry.com and Indieforce.com) ..... 2000 - 2001**

**Webmaster**