



# CHERIE CARTER

615-594-4622 · cherlynn01@gmail.com · Franklin, TN

@cheriecarterphoto cheriecartercreative.com /cheriepilliodcarter

## WORK EXPERIENCE OVERVIEW

I have over 25 years of corporate marketing experience, including extensive leadership within behavioral healthcare. I specialize in optimizing multi-channel marketing strategies—SEO, paid search, web and print design, social media, video, and content—to drive measurable growth in admissions and brand 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, Task Management, Performance Marketing, Strategic Planning, Social Media, Data Analytics, Brand Management, Photoshop, Lightroom, WordPress, Photography, Microsoft Office Suite, Call Tracking

## PROFESSIONAL EXPERIENCE

### **Odyssey Behavioral Healthcare** ..... **June 2024 - Present** **VP of Marketing & Communications**

*Lead enterprise marketing strategy to drive admissions, align with business development, and strengthen Odyssey's position as an industry leader in mental health and addiction treatment.*

- Lead and mentor a high-performing marketing team, fostering collaboration, creativity, and a culture of continuous improvement.
- Develop and execute integrated digital marketing strategies – SEO, PPC, social media, email, and Google My Business increasing qualified leads, ROI, and brand visibility.
- Incorporate AI and emerging technologies to enhance campaign performance, automation, and efficiency.
- Collaborate with executive leadership, sales, and admissions to align marketing initiatives with business objectives and revenue growth goals.
- Develop a team that delivers quality photography, video, editorial, and collateral, ensuring brand consistency, SEO optimization, and audience engagement.
- Manage agency, vendor, and partner relationships; negotiate contracts; and optimize budgets for efficiency and cost-effectiveness.
- Leverage HubSpot, Google Analytics, and call tracking to analyze campaign performance, track conversions, and guide data-driven decision-making.

#### ★ HIGHLIGHTS

- *Replaced a non-performing agency with an efficient partner, saving \$300K annually and improving marketing results.*
- *Increased admissions 39% YoY through optimized digital strategy, enhanced lead tracking, and targeted campaigns.*
- *Directed a website redesign initiative focused on UX, content, and SEO architecture, resulting in a 67% increase in key user events (conversions) in 2025.*
- *Reassessed and realigned social media strategy, unifying efforts across platforms and achieving a 200% rise in LinkedIn impressions within 10 months.*
- *Improved the quality and professionalism of visual assets—personally leading photography and hiring an in-house videographer to authentically represent facilities, staff, and services.*

### **Meadows Behavioral Healthcare** ..... **May 2019 - June 2024** **VP of Marketing // January 2023 - June 2024**

- Promoted from VP of Digital Marketing to oversee all marketing functions and align digital initiatives with business development goals.
- Integrated digital, creative, and communications strategies to support admissions growth and brand expansion.
- Led collaboration between marketing and business development teams to drive qualified leads and optimize conversions.

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

- Promoted to lead all digital marketing initiatives, including paid search optimization to maximize spend efficiency and generate high-quality calls supporting company growth.
- Collaborated with alumni, admissions, and business development teams to deliver branding, collateral, and digital assets that advanced their goals.
- Developed creative marketing strategies and assets that strengthened company initiatives and messaging.
- Presented department performance and analytics to leadership and board, highlighting progress and growth opportunities.
- Managed budgets and processes to maintain productivity, efficiency, and departmental growth.

**Director of Digital Marketing // March 2019 - July 2020**

- Led and supported the digital marketing team in managing and growing facility assets, including websites, SEO, video, social media, podcasts, and content.
- Oversaw website redesigns and landing page optimizations to improve UX, track performance, and identify growth opportunities.
- Organized, photographed, and edited facility imagery and staff headshots to maintain brand consistency and quality.
- Served as liaison with the design agency—providing direction, managing timelines, and overseeing project budgets.

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

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

- Provided leadership to 40+ team members, instilling ethical and professional marketing strategies aligned with the company’s vision, purpose, and services.
- Collaborated with Business Development, Sales, and Operations teams to strengthen the admissions process and improve cross-functional alignment.
- Cultivated a culture of creativity, empowerment, and positivity within the marketing department.
- Served as liaison for all advertising initiatives across television, radio, and online publications.
- Directed a team overseeing website development and content, social media growth, paid search, alumni and grassroots marketing, public relations, and educational events such as conferences and webinars.
- Managed budgets and departmental processes to maintain productivity, efficiency, and growth.

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

- Built a ten-year track record of creating, growing, managing, and leading nearly 30 team members who effectively marketed company facilities, services, and campaigns in a highly competitive healthcare landscape.
- Led a team responsible for building, maintaining, and promoting 150+ web properties using advanced SEO techniques, producing compelling content, and implementing innovative web design (mobile and desktop) within tight deadlines and budgets.
- Oversaw the design and production of all branding concepts and marketing materials, including email campaigns, logos, print ads, brochures, and other promotional collateral.

**★ HIGHLIGHT**

- *Supported marketing operations during UHS’s \$350 M acquisition of Foundations Recovery Network, a major behavioral-healthcare merger in 2015.*

**Passalong Networks ..... 2003 - 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**