

Teresa “Terri” L. Poindexter Smith
(336) 408-9191
terri@terrisgate.com * <http://terrisgate.com/>

OBJECTIVE AND PROFILE

A creative force with *Fortune 150* corporate, agency, non-profit and association experience, seeking leadership marketing position in educational setting. Adept at influencing media, trustees, supporters, employers, corporate partners, students, alumni, parents, faculty and community members through clear and compelling storytelling techniques. Skills include:

- Leadership presence and business development expertise
- Excellent strategic planning and writing in all formats
- External affairs, foundation, and alumni relations support (including annual reports, donor receptions, and gala events)
- Website, social media, blog, and display content development
- Digital and print newsletters and magazines
- Media relations (strategic storytelling and community investment)
- Proposal, RFP, and grant writing management
- Campaign planning (major, alumni, and annual gift funnels)
- Custom photography and film production
- Budget development and management
- Event planning and volunteer management
- Speech writing and presentations

WORK EXPERIENCE

Terri Poindexter Smith

Communications Consultant/Terri’s Gate

High Point, NC, and Rock Hill, SC

1/04 – Present

- Conducted research, wrote and implemented the comprehensive marketing communications plan for Forsyth Technical Community College—reflecting new brand identity and 21% enrollment increase with the More Than You Know campaign.
- Developed content and SEO strategy for the Greensboro Partnership’s website—meeting goals and objectives for 5 agencies.
- Provide marketing and communications services for small- to mid-sized organizations. Current clients include: Restoration MedSpa, PivotMode, Pace Communications, and Lyra Health.
- Serve as marketing director for Restoration MedSpa, negotiating all ad buys, providing all news releases and bylined content and managing relationships with agency-of-record, website vendor, and authority marketing partner (Forbes Books).
- Serve as new business development strategist and proposal manager for Silicon Valley-based Lyra Health, providing key marketing content strategies for the technical start-up.

Winthrop University

Adjunct Faculty

Rock Hill, SC

11/17 – Present

- Under the direction of the Department of Theatre and Dance chair, developed and managed syllabus materials and led VPAS 320 classes aimed at providing future teachers with innovative approaches to integrating the arts in early childhood education classes.
- Under the direction of the Office of Field and Clinical Experiences, developed and managed materials and supervised, observed, and mentored teacher candidate interns through EDCO 401.

The StayWell Company

Managing Editor, Marketer and Business Development Strategist

Yardley, PA

10/15 – 4/18

- Built high-performing team of content writers, designers, and digital specialists to provide lead generation tactics for the nation's largest provider of patient education, consumer health information and population health management communications. Audiences and affiliates included consumers, health systems, non-profits, and associations.
- Served as managing editor for award-winning magazines, including *NIH MedlinePlus*—worked collaboratively with the 27 communications offices at the National Institutes of Health.
- Created story budgets and managed production for print and website content; conducted research and wrote multi-channel marketing plans, including websites, SEO, archive, and search capabilities; ensured ADA compliance.
- Led cross-functional teams (sales, marketing, and product), directed marketing and monitored metrics on new-product, go-to-market launches for StayWell's digital solutions, including all patient education platforms and apps. Developed, tested and optimized content for microsites, emails, webinars, forms, blogs, social media posts, news releases, Google ads, key word content, and landing pages. Managed event promotion—resulting in highest number of booth visitors in the company's history.
- Partnered with Zimmer Biomet and the Start Moving Start Living community of physicians and researchers to develop strategy and frame content for a website aimed at educating visitors on reversing joint pain's vicious cycle.
- Working with the data services team, pulled appropriate email lists and developed reporting structures for linkbacks, webinar attendance, and website and booth visitors and reported monthly leads generated.
- Conducted research, analyzed market trends and competitor websites, recognized opportunities, proposed business strategies, and conceptualized creative marketing solutions—including webinars, comprehensive social media and blogging techniques. Co-produced

- with Cerner a webinar in early 2018 with more than 300 attendees (the highest number of attendees to-date in StayWell's history).
- As a member of StayWell's Culture Advancement Team, presented research and recommendations to the executive staff for improving collaboration across the company.
- Won multi-million-dollar Pfizer-funded contracts for the American College of Physicians and Novartis-funded contracts for the American College of Physicians.

Davidson County Community College

Executive Director, Marketing and Communications

Thomasville, NC

4/12 – 9/15

- Served on the executive staff and led the marketing department in the implementation of a dynamic brand presence across all media, including an interactive, mobile-friendly website, in-house film production, collateral materials, advertising campaigns, and traditional and social media.
- Wrote specifications and led migration of the college's website to a Drupal CMS platform, including an online catalog component, the only one of its kind within the state's community college system—lifting organic visits by 48% and engagement by 82%.
- Established innovative strategies for speaking to 18- to 24-year-olds through Facebook, YouTube, Twitter, and Instagram—enhancing social media engagement by more than 1,500%. Implemented digital media strategy for targeted online advertising, including Google display ads on websites, pop-ups and banners, paid Facebook ads, and pre-roll YouTube videos.
- Collaborated on all development initiatives, including e-commerce capabilities on the website, 50th anniversary events, annual report, and alumni and annual giving campaigns—leading to the largest endowment in the college's history.
- Wrote and implemented integrated communications plans. Provided audience profiles, key messaging, and quantifiable tactics in support of overall success initiatives.
- Managed the department's budget and media buys (print, outdoor, digital, radio, and television); managed agency-of-record relationship in the development of brand standards, guidelines booklet, and an online marketing toolbox.
- Served as chief information officer and oversaw strategic media relations planning, leading to the distribution of more than 400 news releases and more than 50 on-air, digital and print media spots.
- Built a studio in the department and developed an in-house filmmaking protocol to enhance website engagement, digital advertising, and social media posts.
- Served on Student Success Storytelling Committee, representing DCCC and presenting tactics in collaboration with the Bill and Melinda Gates Foundation to increase nationwide student success.

Wax Custom Communications

Editorial Director

Miami, FL

9/04 – 1/12

- Served as editorial director for Humana’s award- winning *HAO Magazine*; developed strategies for complementary digest and website.
- Accompanied Humana in-house marketers to Washington, DC, to host PR events on Capitol Hill.
- Managed curricula development for Humana Wellness Centers, establishing relationships with notable voices in health and wellness, including Dr. Ruth Westheimer, Michael Roizen, M.D., Jack LaLanne, and Andrew Weil, M.D.
- Conducted research and provided discovery documents used to define Baylor University’s *Baylor Innovations* magazine editorial strategy.
- Provided research, hired writers, developed teams and managed editorial direction (including newsletters, magazines, and sales collateral), media relations, and integrated communications strategies for Lincoln Benefit Life, AvMed, Inc., Mount Sinai Medical Center, and BlueCross and Blue Shield of Delaware.
- Served as content manager and strategist for *The Edge*, Lincoln Benefit Life’s award-winning custom publication for creating loyalty among its independent agents.

Lincoln Financial (Formerly Jefferson Pilot Financial)

Communications Manager

Greensboro, NC

3/02 – 1/04

- Managed creative teams in Greensboro, NC, and Concord, NH— asserting company’s brand identity via integrated communications.
- Provided creative direction and editorial strategy for *Partner* magazine, an award-winning publication for sales professionals, credited with a 15% increase in producer loyalty.
- Launched *JPF Performers* newsletter, identifying and promoting more than 100 personnel and organizational success stories.
- Designed the specifications, including content and functionality, and served as liaison between internal clients and IT in the launch of a new corporate website.

QualChoice of N.C., Inc.

Marketing Communications Manager/Chief Information Officer

Winston-Salem, NC

4/00 – 3/02

- Served as public information officer for the managed care organization owned by Wake Forest University Baptist Health. Served as editorial director for two quarterly member magazines and the physician newsletter.

- Managed development of all new-product launch materials and marketing—providing collateral materials, sales packets and training for employer group and Medicare sales teams and associates.
- Administered event planning for sponsorship and public relations, community outreach, and brand management endeavors through “For Your Best Health” campaigns, including cable television broadcasts.

EDUCATION

- *Wake Forest University, M.A. in Communications*
- *Virginia Wesleyan College, B.A. in English Literature*
- **Master Coaching Certification**, Behavioral Coaching Institute, concentration in communications

SERVICE

- Board of directors, executive committee, marketing and communications, YWCA High Point
- Board of directors, executive committee vice president of marketing and communications, Juvenile Diabetes Research Foundation, Piedmont Triad
- Board of directors, Winston-Salem Youth Arts Institute
- Newsletter designer/writer, Second Harvest Food Bank
- Leadership Davidson County, participant

SUCCESS AND AWARDS

- EMRIIndustry.com’s 2018 “10 Blogs That Defined Health Care”
- Gold Medallion Award, National Council for Marketing and Public Relations
- Distinguished Publication Award, Society for Technical Communication (multiple awards)
- Gold Award, Healthcare Advertising (multiple awards)
- Platinum Award, Hermes
- Silver Award, Mature Media
- Crystal Award of Excellence, Communicator Awards (multiple awards)
- Quality Supplier Award, United States Postal Service (multiple awards)
- First Place North Carolina Clean and Green Filmmaking (multiple awards)
- First Place Communications Award (national), Juvenile Diabetes Research Foundation

TECHNICAL SKILLS

- Microsoft Office: Word, Excel, PowerPoint
- Proposal Writing: RPPio, Proposal Tech, RFP360
- SEO, SEM and Accessibility
- Google Advertising and Analytics
- CMS: WordPress, Drupal and Joomla
- SurveyMonkey
- AP, MLS and CMS styles

REFERENCES

Cristina Qubein Buckfelder

Creative Services

(336) 883-8800, ext. 224

cristina@getcreativeservices.com

JoAnna Brogdon

Strategic Alliances Director

Lyra Health

(404) 556-0815

joanna@lyrahealth.com

William “Bill” Moore

Former President, StayWell

(336) 324-7159

billunc77@gmail.com

Kathleen Cravedi

Director of Communications and Public Liaison

U.S. National Library of Medicine

(301) 496-6308

kathleen_cravedi@nlm.nih.gov