

TEE WILSON

ORGANIZATIONAL STRATEGIST & COMMUNICATIONS PROFESSIONAL

CONTACT

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itsteewilson.com

615-995-6099

AREAS OF EXPERTISE

- Strategic & Contingency Planning
- Market Research, Performance/ROI Metrics
- Internal & External Community Relations
- Project Management & Guardianship
- Cause Related Marketing
- Storyteller/Communicator
- Cross-Departmental Leadership
- Organizational Management
- Client Service/Brand Development
- Education & Training/Public Speaking

PROFESSIONAL EXPERIENCE

Marketing Director

Coldwell Banker Barnes

2015-Present

- Manages all marketing and public relations for eight offices and more than 250 agents across Middle Tennessee
- Creates and manages all social media content
- Spearheading the creation of interdepartmental processes
- Manages all community engagement initiatives and events
- Drives recruiting strategy and tactics to secure new talent
- Works closely with agents to create and cultivate their brand & business productivity

Communications Manager

Loyola University NOLA

2013-2015

- Managed creative concepts & marketing strategy for \$100 Million capital campaign
- Served as key liaison between four interdepartmental teams to drive cohesiveness and productivity
- Utilized ROI metrics and historical data to build effective donor relations and fundraising strategies
- Created and executed diversity and inclusion strategy for alumni programming
- Centralized processes and procedures to streamline workflow and evaluate success

Account Executive

Ingram Content Company

2008-2010

- Managed strategic communications needs of six Ingram Content Group companies
- Managed the consolidation of 13 brands into a single, worldwide brand
- Managed projects for both internal and external clients

Previous Roles:

2000-2008

- Founder/Creative Director, Petite Priss, LLC
- Community Relations Specialist, American Red Cross
- Marketing Account Executive, United States Air Force
- Communications Specialist II, ALSAC/St. Jude Children's Research Hospital
- Community Outreach Coordinator, Remington College
- Communications Specialist, Housing Authority of New Orleans

EDUCATION

- Bachelor of Arts in Communications - 2000
- Masters of Arts in Education - 2003

REFERENCES

Chris Wiseman
VP Institutional Advancement Loyola
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Monique Savage
Director Conference Planning, Univ. of Memphis
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