

# TEE WILSON

## STRATEGIC MARKETING & COMMUNICATIONS PROFESSIONAL

itsteewilson@gmail.com - 615-713-7143

### AREAS OF EXPERTISE

- Community Relations/Community Outreach
- Market Research, Performance/ROI Metrics
- Media & Public Relations
- Brand Development/Brand Integrity
- Cause-Related/Marketing
- Comprehensive Communications Campaigns
- Storytelling/Narrative Building
- Philanthropic/Non-Profit Communications
- Corporate & Non-Profit Communications
- Higher-Ed Communications and Project Management
- Cross-Departmental Leadership
- B2B Communications/Outreach
- Multi-Cultural Programming and Engagement
- Community-Based Programming & Education
- Diversity, Equity, Inclusion Programming
- Event Design and Management

### PROFESSIONAL EXPERIENCE

#### Co-Founder

B.E. Academy for Girls  
2023-Present

- Manages all marketing, social media, brand development, graphic design, PR, and communications for new culturally responsive STEAM Academy for girls
- Responsible for all community and donor outreach and engagement
- Manages all admissions and enrollment, events, and campaigns
- Works closely with CEO to develop and implement strategic leadership plans, organizational development, budget, program development and policies

#### Chief Strategy & Communications Officer

Black Business Boom, LLC  
2019-2024

- Managed community outreach and engagement for minority-led businesses
- Led brand development and strategy for the firm
- Managed a team of four coordinators and account executives
- Served as creative director for strategic marketing clients and projects
- Managed all digital marketing and graphic design for the firm
- Built comprehensive communications campaigns for clients and the firm

#### Director of Communications & Admissions

Templeton Academy  
2020-2023

- Amplified the schools's mission by planning, developing, and implementing all marketing and communications strategies, graphic design, and brand positioning
- Conducted relevant market research and measured campaign outcomes
- Managed community outreach, partnerships and strategic community engagement
- Served as senior advisor for DEI and restorative justice programming and policies
- Managed all Nashville campus admissions and recruitment

#### Marketing Director

Coldwell Banker Barnes  
2015-2019

- Managed all marketing and communications for for eight corporate offices and more than 250 real estate agents across Middle Tennessee
- Created and managed all social media content
- Spearheaded the creation of interdepartmental processes
- Managed all community engagement initiatives and events
- Created and conducted all internal marketing resource training
- Managed media placement and advertising

#### Communications Manager

Loyola University New Orleans  
2013-2015

- Managed PR & 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 strategic plans
- Created and executed diversity and inclusion strategy
- Managed all media requests for information
- Managed the creation of all campaign materials and digital platforms
- Worked closely with external partners to build campaign awareness
- Managed campaign events from conception to completion
- Managed all copywriting and content creation for campaign
- Worked closely with creative team to develop campaign brand identity

### **Account Executive**

Ingram Content Company  
2008-2010

- Managed strategic communications for six Ingram Group companies
- Managed the consolidation of 13 brands into a single, worldwide brand
- Managed projects for both internal and external clients
- Responsible for all creative strategy, design, and campaign execution

### **Community Relations Manager**

American Red Cross  
2006-2008

- Initiated community relations and outreach efforts for post-Katrina recovery
- Hosted and conducted weekly educational seminars and events for survivors, volunteers, and sponsors
- Managed all communications and marketing for HRP Recovery Program
- Marketed and promoted recovery programs to motivate donors, secure strategic partners and ensure support for survivors
- Secured recovery resources for hurricane survivors in over 60 TN counties
- Implemented crisis management strategies to effectively manage complaints & concerns

### **Communications Coordinator**

United States Air Force/  
118th Services Squadron  
2005-2006

- Marketing Account Executive for 10 large squadron facilities: responsible for supporting facility programs and activities by fulfilling all PR/Communications, Marketing and Advertising needs.
- Worked closely with clients to assess facility needs and create marketing plans
- Served as media liaison for facility announcements, events and programs

### **Communications Specialist**

ALSAC/St. Jude Children's  
Research Hospital  
2003-2005

- Managed all communications and marketing assets for for 10 St. Jude regional field offices from conception to completion
- Responsible for supporting regional staff by fulfilling all of copywriting, editorial, photography, videography, print and advertising requests
- Utilized social service skills to greet, communicate with and assist a diverse population of patients, families and media interests

## **PREVIOUS ROLES**

- COO/Marketing Director - Gideon's Army - Grassroots Army for Children
- CEO/Creative Director, Petite Priss Parties for Girls
- Student Outreach and Engagement Coordinator, Remington College
- Community Outreach Specialist, Housing Authority of New Orleans

## **EDUCATION**

- BA in Communications - 2000
- MA in Secondary Education - 2003

## **COMMUNITY INVOLVEMENT**

- Board Member, American Red Cross TN
- Board Member, eMpowerment, Inc
- Board Member, Rutherford Cable
- Communications Manager, John R. Lewis Legacy Institute
- Co-Founder RISE Coalition
- Co-Founder, B.E. Academy
- Leadership Rutherford Graduate
- Mosaic Fellows Graduate

## **REFERENCES**

Monique Savage  
TFA  
VP, Development  
901-603-9062

Rasheedat Fetuga  
Gideon's Army  
Founder/CEO  
615-500-1294

Lisa Button  
VP, DVL Seigenthaler  
615-714-3131

Lydia Schumake  
B.E. Academy  
330-261-6637