

# STEPHEN TERRY

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## INDUSTRY EXPERIENCE:

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### **St. Mary's Health Care System, Athens, GA**

**November 2015 - Present**

#### *Digital Media/Graphic Design Coordinator, Full Time*

- Managed & designed internal & external materials (print advertisements, flyers, newsletters, graphic displays, PowerPoint presentations and brochures)
- Coordinated the development, utility, functionality and updating of all St. Mary's Health Care System websites
- Managed content development, coordination & strategy for all social media accounts
- Developed and managed digital marketing for St. Mary's Health Care System including digital advertising campaigns, email campaigns, target marketing via print and email
- Established metrics and chart progress for measuring success, SEO, SEM and analytics

### **Georgia Department of Transportation, Atlanta, GA**

**February 2015 – Nov. 2015**

#### *Interactive Social Media Specialist, Full Time*

- Managed & assisted on digital marketing and PR efforts for GDOT through utilizing social media
- Developed social media marketing strategy to grow interaction with constituents & agency
- Monitored, listened and responded to users in a "Social" way while informing the public of projects
- Initiated SEO and paid media campaigns
- Created, curated, and managed all published content on social media accounts

### **Quantum National Bank, Suwanee, GA**

**August 2013 – April 2015**

#### *Marketing Assistant, Full Time/Remote-Contract*

- Managed & assisted on the digital marketing, communication, and PR efforts for the bank and employees
- Developed social media marketing strategy to grow interaction with community and customers
- Initiated SEO and paid media campaigns
- Lead the development of ongoing communications strategy and editorial calendar based on marketing plan
- Captured & produced photos and videos for marketing strategy and website
- Designed and implemented print and web designs
- Help plan bank events, evaluate sponsorship opportunities and develop community relationships

### **The Rocket Company, Cumming, GA**

**August 2014 – January 2015**

#### *Social Media/Blogging, Remote-Contract*

- Daily Social Media Engagement via The Rocket Company fan pages and social media accounts
- Constructed and optimized The Rocket Company YouTube Channel
- Curated blog posts and blog schedule that works in step with the sales and marketing strategy provided

## INTERNSHIPS

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### **Christ Community Church, Athens, GA**

**May 2012 - July 2013**

#### *Communications Director, Internship*

- Managed, developed, and executed communication strategies using email, digital marketing, & social media

### **Connect Ministries, Watkinsville, GA**

#### *Photo/Video Editor, Social Media Manager, Internship*

- Developed and implemented social media strategies for special events and activities
- Produced and captured photos & videos at events to be used for marketing strategies

## SKILLS:

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All Social Media Outlets – Sprout Social/Buffer/Tweetdeck/Hootsuite – Wordpress/Squarespace – Mailchimp – Photography/Videography – Final Cut Pro/iMovie – Basecamp/Slack/Dropbox – HTML/CSS/JavaScript – Microsoft Office - Adobe Creative Suite – Google AdWords – Google Analytics – Facebook Insights

## EDUCATION:

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### **University of Georgia: Athens, Georgia**

**Graduation: May 2012**

Bachelor of Arts in Journalism, emphasis in Photojournalism