



BARRIE TERRELL

ABOUT ME

Detailed-oriented creative with expert customer service and problem solving abilities. Diversified skill set includes print and digital design, social media initiatives and project management. Thrives on balancing multiple projects with varying deadlines while closely monitoring budget considerations. I value quality service and exceptional relationships with vendors, clients and colleagues.

EXPERIENCE

University of South Carolina | Columbia, SC | September 2022 to Present

Development Coordinator: Provides day-to-day comprehensive marketing and admin support for all Annual Giving programs and initiatives.

- Creative lead for Annual Giving and Lead Generation providing design for digital campaigns, direct mail, annual Give 4 Garnet fundraiser
- Uses Blackbaud CRM to create email appeals through entire life cycle from initial request, design, editing, exporting and scheduling
- Supports school and unit requests for creating giving pages, QR codes and vanity URLs; works closely with Advancement Services team
- Provides administrative and donor support; tracking of expenditures and reimbursement requests through PeopleSoft and PaperSave

Chimney Rock at Chimney Rock State Park | Chimney Rock, NC | February 2018 to September 2022

Marketing Coordinator: Responsible for graphic design, email campaigns, newsletters and website page builds with back end support.

- Designed branded print and digital marketing collateral promoting events and educational programs for the Park and Old Rock Café
- Created and scheduled quarterly newsletters in Constant Contact; kept website updated with current content using WordPress
- Managed database of 45,000+ Park guests; oversaw digital Park guest survey and provided analytics, responses to leadership team
- Graphic design support for Chimney Rock Development Association and Hickory Nut Chamber on shared events and fundraisers
- Provided administrative support for staff of 40+, supported senior leadership team, liaison to staff, community partners and guests

United Way of Central Carolinas | Charlotte, NC | October 2011 to April 2017

Social Media Communications Coordinator: Responsible for managing social media channels, producing digital design for marketing campaigns and photographing events for inclusion in annual reports, brochures, billboards, posters, invitations and digital platforms.

- Led in the design, development and production of collateral for a five-county region and identified ways for the brand to stand out
- Created content and promoted marketing initiatives and fundraising updates on social media channels and UWCC website
- Scheduled content for social media calendar and provided monthly analytics to senior leadership team
- Managed budget and quotes for marketing appeals through multiple bid requests and negotiated discounts with vendors
- Provided support for community events, managed freelance photographers, assisted with set-up, created signage graphics

Central Piedmont Community College | Charlotte, NC | May 2008 to April 2011

Marketing Production Coordinator: Managed marketing projects and secured competitive bids following NC state regulations.

- Established and tracked production schedules, created assignments for marketing team, tracked daily workflow of 100+ jobs
- Oversaw project deadlines with outside contractors and worked within state procurement guidelines to secure estimates on jobs
- Provided graphic design support for marketing collateral and updated website content using Content Management System
- Photographed events, student life, theatre productions, provided head shots and maintained organization of digital asset library

WCNC | Charlotte, NC | October 2004 to April 2008

Graphic Design Manager: Produced and monitored graphic guidelines to assure broadcast, online and print brand consistency and quality.

- Designed digital on-air and print graphics for news, live special reports, brochures, advertisements and holiday cards
- Delegated assignments to staff designers and oversaw on-time completion of projects
- Coordinated assignments with printers to meet delivery deadlines, secured multiple quotes and managed project budgets

EDUCATION

BFA in Graphic Design | Winthrop University | 701 Oakland Avenue | Rock Hill, SC 29733

SKILLS

Blackbaud CRM | Advanced Adobe Creative Suite | Advanced Microsoft Office Suite | Digital Photography | Photo Editing

ACHIEVEMENTS

National Council for Marketing & Public Relations Award (Gold) | NATAS Emmy Nomination | National Headliner Award