

TERESA GRIER

📍 2052 E La Costa Drive, Chandler, AZ 85249
📞 480.516.3748 ✉ theresa.m.grier@gmail.com

🔗 WEB & MARKETING PROFESSIONAL - DIGITAL AUDIENCES SPECIALIST 🔗

*Front End Design and Build ~ HTML ~ CSS ~ JavaScript ~ JQuery
Digital Platform and Social Media Specialist*

EXECUTIVE PROFILE

Digital professional with exceptional skills in graphic & web design and project coordination & management.

My portfolio can be found on GitHub <https://github.com/TreeGee73>.

RELEVANT EXPERIENCE

LEAGUE OF HISTORIC AMERICAN THEATRES ▪ FOREST HILL, MD

↪ Interactive Marketing Manager

2013–Present

Develop and implement content for website, automated email campaigns, print magazine, and social media sites. Also responsible for the development, implementation, and support of the annual conference mobile app.

Notable Contributions:

- Embarking on a 2020 brand awareness campaign through social media that involves increasing our presence on social media through more organizational related content, ads, boosted content, etc.
- Made the case for the implementation of email automation platform and successfully coordinated the integration of the new automation platform.
- Coordinated the updated design of the company website, including the integration of YouTube and Flickr as part of the new site and ongoing site content development and implementation.
- Transitioned the organization from the costly "traditional" email client to Google for Nonprofits, which includes the integration and use of the Google Business Suite
- Launched social media pages for the League with an evolving strategy that has grown from "social media presence" to more engaged postings. Made the case to increase brand awareness through Google Ads and other paid options, pending board approval.

ALLSOURCE ▪ LAS VEGAS, NV

↪ Marketing Communication Specialist - GWIM Marketing at Bank of America

2016

Work with line of business partners and internal design agency to develop and execute marketing communications to wealth management & investment clients.

Notable Contributions:

- Successfully revamped rewards program website
- Executed high profile marketing communications for both associates and clients in shorter than average timelines with success over a four-month period

ICONMA ▪ TROY, MI

↪ Program Manager - Statement Marketing at Bank of America

2013–2015

Work with line of business partners and internal design agency to develop and execute statement communications.

Notable Contributions:

- Successfully cultivated relationships between small business marketing partners, in-house designers and the statement marketing team allowing the transition of small business statement marketing initiatives from individual partners to one statement marketing expert.
- Successfully assimilated the small business credit card statement communications from a non-statement marketing team, allowing for the development of standardized processes and improved use by small business stakeholders due to line of site into availability and viability of the space for marketing purposes.

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OTHER EXPERIENCE

ICONMA ▪ TROY, MI

↳ **Program Manager - Direct Marketing at Bank of America** 2011–2013

COMMERCE CORPORATION ▪ BALTIMORE, MD

↳ **Marketing Coordinator | Social Media Marketing Specialist** 2011

CR PROPERTIES GROUP, LLC ▪ POUGHKEEPSIE, NY

↳ **Assistant to Owner – Marketing Manager** 2010–2011

JPMORGAN CHASE & COMPANY ▪ WILMINGTON, DE

↳ **Project Manager- Portfolio Operations** 2008–2010

HANDLER CORPORATION ▪ WILMINGTON, DE

↳ **Coordinator - Land Management** 2007–2008

FREELANCE ▪ WINCHESTER, ENGLAND

↳ **Technical Support - Virtual Computing** 2005–2007

HANDLER CORPORATION ▪ WILMINGTON, DE

↳ **Coordinator - New Build Group** 2004–2005

EDUCATION

Certified Full Stack Developer - *in progress*

UNIVERSITY OF ARIZONA CONTINUING EDUCATION ▪ TEMPE, AZ

Associate of Arts in Information Technology – Visual Communications

UNIVERSITY OF PHOENIX ▪ PHOENIX, AZ

Web Master's Certification Training Courses - UNIVERSITY OF DELAWARE ▪ WILMINGTON, DE

*Relevant Courses: Ethical Considerations of the Internet and World Wide Web | Introduction to Web Page Design, Layout, and Authoring
Networks and the World Wide Web | Multimedia Applications for the Web | Advanced Web Page Design, Layout, and Authoring*

Coursework toward Associate of Arts in Civil Engineering

DELAWARE TECHNICAL AND COMMUNITY COLLEGE ▪ STANTON, DE

“Who’s Who among Students in American Junior Colleges”

PROFESSIONAL TRAINING

National Seminar’s Group - Social Media Marketing

TECHNICAL ACUMEN

Adobe Creative Cloud Suite (Including but not limited to: Acrobat Pro, Dreamweaver, InDesign, Photoshop, Premier Elements)
Application of SEO Principles | Canva | Email Marketing Strategy, Design and Execution | Google Ad Words | Google Analytics
HTML, XHTML, CSS | Internet Researching/Search Engine Usage for Research (Google, Yahoo, and Bing)
MAC and PC computing platforms | Microsoft Office Suite | WordPress | WYSWYG Website and Graphics Platforms (Various)