



# SHARI WATERS

Digital Media / Marketing Manager

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478.299.0595

Columbia, SC 29212

## SUMMARY

Digital Marketing and Media Arts specialist with 22 years experience in designing, developing and promoting businesses and nonprofits online and in print.

Strong record of success delivering creative and strategic communications solutions and achieving growth objectives through web development, graphic design, video production, SEO, social media management and public relations.

## SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Website Development



## SOFTWARE

XHTML, HTML5, CSS3, Wordpress, Various CMS Packages PHP, MySQL, Javascript, AJAX, SEO, Google AdWords, Analytics, MSOffice, Meltwater, Mention, Basecamp, Trello, Asana, SEMrush, Social Media Platforms and Tools

## EDUCATION

Over 500 hours in professional development and software training.

Hubspot Inbound Marketing Certification  
June 2018

Google Analytics Individual Qualification  
July 2018

Liberty University, 2020  
GPA: 4.0, BS - Strategic Communications  
Social Media Management

East Georgia College, 1996  
GPA: 3.0, AAS - Marketing Management

Ogeechee Technical College, 1994  
GPA: 4.0, Marketing Management

## EXPERIENCE

Present  
2019

South Carolina Department of Public Safety  
**DIGITAL MEDIA / WEBSITE MANAGER**

Supervises the website and graphic design division of the Public Affairs Office, managing and overseeing all web design and updates, agency graphics projects, and photography including the design of the quarterly agency newsletter; highlighting SCDPS employees, agency events and ceremonies. Coordinates, plans and executes graphic design, social media and marketing strategies for various highway safety campaigns. Creates artwork for agency banners, fliers, website, programs, invitations and social media as well as employee recruiting materials. Develops multimedia content for public service announcements, internal agency announcement videos, external promotional social videos, marketing videos, recruiting videos and other projects. Works with the Office of Highway Safety and Justice Programs and SCDPS advertising contractor as needed, assisting with graphic design projects for safety campaigns, the State Fair and other projects as needed.

2019  
2018

Riverland Hills  
**COMMUNICATIONS COORDINATOR**

Produced promotional materials from conceptualization to design and distribution. Coordinated and analyzed social media content and strategies. Established, reviewed and reported on social media use and the effectiveness of strategies with the goal of increasing the organizations presence, exposure and influence. Experienced 10% growth in engagement within first 6 months of taking over the social media management. Produced website content and strategies; including search engine optimization (SEO), SEM and Google Analytics to increase brand and ministry awareness. Photographed, created video content and designed graphics, charts and digital media for use in promotional materials. Responsible for operating within annual budget.

2018  
2016

NEPC  
**MEDIA ARTS / COMMUNICATIONS COORDINATOR**

Worked closely with worship leaders and pastors to design and create professional videos, graphics and media arts for worship services and other ministry events. Created high impact designs for website and other church media. Maintained a progressive advertising presence on Facebook, Instagram and other social networks. Supervised creative team in designing graphics for print publications within the various ministries. Responsible for setting and operating within annual budget.

2011  
2006

About.com  
**FREELANCE WRITER / BLOGGER**

Researched retailing industry information, wrote articles on starting and operating a retail business and maintained blog a (retail.about.com) for a niche web site. Used search engine optimization techniques, social media and other online marketing to promote the website and articles. Spoke at trade industry events and to community business organizations on various retailing topics. Content was republished in several trade industry newspapers, books and corporate materials.

2016  
1999

On This Rock Media  
**MARKETING / CREATIVE DIRECTOR /WEB DEVELOPER**

Formerly Waters Designs | Designed websites, logos, business cards, brochures, fliers, post cards, newsletters and other digital & printed marketing materials for nonprofits, authors, retailers and start-ups. Worked closely with clients to develop and coordinate marketing communications and social media campaigns that created a consistent and streamlined online presence and raised overall brand awareness. Monitored and/or maintained client's social media accounts and offered constructive interaction with users. Developed and conducted continuing education classes about using social media, online marketing, e-commerce and provided basic computer training for individuals, organizations and small businesses.

## PORTFOLIO

Behance.com/shariwaters



letraining.media  
onthisrockmedia.com  
fumcs.org  
echumane.org

georgiawedding.us  
shariwaters.com  
sarashousekeeping.com