**TIM WHITEHEAD**

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**Overview**

Experienced, innovative communications leader delivering exceptional strategy creation, brand-building communications and relentless execution.

***What that means:***

*Experienced:* I’ve solved the communications and management problems others are learning on the job.

*Innovative*: I’ve built a career being ahead of the curve, from social media to digital / content marketing and beyond.
*Communications:* PR, Marketing, Advertising, Social/Digital, Content, Internal, Crisis, Change Management and *more*.

*Leader:* I have aligned disparate teams by caring about people, exciting them, and focusing them on results.

*Strategy:* I’m adept at asking the *right questions* with the *right processes* for strategy at every level.

*Brand:* I build brand value through consistency and creative that breaks through, and I revile the status quo.

*Relentless Execution:* I create content and projects, with higher-than-average speed, until completed and measured.

## PROFESSIONAL EXPERIENCE

**2003-Present**

**Children’s Healthcare of Atlanta**

***Vice President, Marketing, Advertising, Communications + Physician Outreach***

 ***Previous Role: Director, Internal Communications***

I lead 70 employees charged with delivering core messages to drive preference among external and internal audiences. *For 2020-2021, a big achievement was recovery from COVID-19: Drove 66% YOY increase in web visits, with 12 point increase in preference, and recovered more than 90% of 2020’s volume target after being shut down for nearly 12 weeks.*

*Other Key Accomplishments:*

* Serve as key strategic counsel to C-Suite, including: Develop annual Executive Communications Strategy and serve as core speechwriter; lead crisis communications; lead (and fight for) organizational change management; run issues management program, supporting policy and governmental strategies.
* *What that means: I have the insights and tact to guide and support Executive Leadership toward goals.*
* Launched re-branding strategy. *Results****: Annual Increase in preference*** *and 95% awareness across key audiences; Developed the first brand strategy for organization, requiring significant internal alignment; instituted new PR measure tracking high-quality placements proving communication of key attributes.*
* *What that means: If you want to build brand value, reputation and affinity, I know how.*
* Aligned marketing, advertising, PR, internal, digital, social media and content marketing around brand strategy, for greater effectiveness. *Results: Achieved year-over-year* ***volume increases*** *in three key growth areas (6%, 14% and 20% in 2019) and brought the business back to 90% after COVID-19.*
* *What that means: Aligning divided groups is difficult, but I can get them aligned for business results.*
* Launched Sports Marketing and turned it into $2.5 million value-add operation.
* *What that means: I know Sports Marketing has to enhance experiences. And my approach to ROI works.*
* Achieved top social media engagement in our industry, developing strategies that have achieved No. 1 rankings among national peers and continue to grow users.
* *What that means: I know how amazing content – and timing – engages audiences.*
* *Integrated our paid social, content and digital strategies, resulting in YOY 24% increase in referrals from organic search, 32% increase in paid social impressions, 8% increase in organic social impressions and 172% increase in digital content visits – while gaining an increase in preference for two primary products (13 points, 12 points).*
* *What that means: I know how to deliver paid media value by delivering value to target audiences.*
* Developed a ground-up internal communications strategy and ongoing program to drive organizational strategies and build a “People Organization.” *Results*: Achieved **88% *Employee Engagement,*** *listing on Fortune Magazine’s “Great Places to Work” 14 years in a row (I also managed the application process.*
* *What that means: I drive engagement through Internal communications, and Employee Experience.*

2001-2003

 Ketchum*, Vice President, Strategic Services*

As a member of a team of senior counselors, created and managed an innovative, award-winning **issues management process** for $9 million telecom account. *Results: Delivered ability to anticipate and respond to more than* ***70 issues nationally*** *and achieved favorable public opinion and legislation to accomplish business objectives;* Developed **CEO platform** to manage CEO time as a communication “media”; Counseled clients in a variety of industries to influence employee attitudes and behaviors using **employee communications and internal branding** approaches; Created and implemented crisis communications strategies for numerous clients involved in **litigation and other “crisis”** situations.

###  E\*TRADE Group, Senior Manager

Joined technology company E\*TRADE Group to build their East Coast-based corporate communications department. Oversaw all global partnership and venture media communications, and was responsible for communication supporting the company’s worldwide retail marketing division. Served as **chief communications officer for the technology division** and leader of internal communication related to the mission-critical customer service operations.

The Coca-Cola Company

*Manager, Financial, Executive and Employee Communications*

Implemented a broad **internal communications program** to align the global employees with company objectives. Developed messaging for the company’s award-winning **annual reports**; edited, wrote and produced global internal magazine; developed and launched numerous web-based communications platforms; advised senior management regarding communication to internal and external audiences through speeches, employee meetings and other tactics.

###  Georgia-Pacific, Manager, Internal Communications

Developed campaign-inspired communications programs for its 30,000 employees. Implemented **innovative research techniques** designed to analyze the employee population and measure the effectiveness of communication with them. Developed programs and materials to support CEO’s effectiveness with key audiences.

 Southwire Company, *Communications Specialist*

At the largest consumer/industrial wiremaker in America, **managed internal communications**, produced the company’s Annual Report and handled environmental media relations. Also was responsible for activities related to public affairs, community relations efforts and key labor campaigns and union votes.

 Hill and Knowlton Inc., *Assistant Account Executive*

Worked as part of the Atlanta office’s Specialized Marketing Unit, focused on **environmental and sports marketing** clients. Worked with celebrity endorsers, and developed public relations programs to further client objectives.

# EDUCATION

B.A., Mercer University in Macon, Ga.

Double major: Communications and Speech Arts / Minor: English

#### AWARDS/RECOGNITION

Named American Marketing Association (Atlanta) Marketer of the Year.

Received IABC Catalyst Award for communication strategy and implementation creating significant change.

Multiple PRSA Bronze Anvils, PRSA Phoenix Awards, IABC Silver Flame Awards, IABC Silver Anvils and ADDYs.

Multiple recognition by industry media, such as “The Ragan Report,” including “Ten Employee Publications to Imitate.”

Speaker at Great Place to Work Institute national conference, Ragan Communications and other national conferences.