

# MANDY WILSON

Senior Writer ~ Communications Strategist ~ Project Leader

4235 North Martin Way, Lithia Springs, GA 30122 ♦ 404-285-5722 ♦ [mandyw2013@gmail.com](mailto:mandyw2013@gmail.com)

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## PROFESSIONAL PROFILE

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Accomplished, mission-driven communications professional with superior project management skills. Consistently contributes expertise to guide organizations in strategic message development for multiple platforms and stakeholders.

### *Core Strengths and Areas of Expertise Include:*

- ♦ *Public & Media Relations*
  - ♦ *Event Planning & Community Engagement*
  - ♦ *Feature & Copy Writing*
  - ♦ *Social Media Strategy*
  - ♦ *Publication Development & Editing*
  - ♦ *Team Leadership*
  - ♦ *Brand Management*
  - ♦ *Strategic Partnerships*
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## CAREER PROGRESSION

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### MARKETING AND COMMUNICATIONS MANAGER

*Georgia Public Broadcasting (GPB MEDIA), Atlanta, GA*

*2000 - Present*

Manage the marketing, communications and community engagement initiatives for this statewide public media company comprised of nine television stations, 17 radio stations and an innovative digital media and education division. Collaborate with all levels of GPB management, producers, talent and external partners to plan and implement promotion for GPB programming, including PBS, NPR and GPB Original productions such as **Georgia Traveler** and **Georgia Outdoors**.

#### *Major achievements include:*

- **Spearheaded the launch of GPB's first digital magazine**, "Your GPB." Edit, write and oversee the graphic production of the bi-monthly publication.
- **Conceptualized GPB's rebranding campaign**, including logo and tagline development, creation of inaugural style guide, integration across GPB's television, radio and web platforms and external branding collateral, including print and billboard transit advertising.
- **Secured over \$100K in public media funding grants** for community engagement initiatives exploring physical and mental health topics, media literacy and cultural issues.
- **Cultivated statewide strategic partnerships to maximize GPB's visibility** and impact of organizational initiatives including *The Atlanta History Center, The Carter Center, The CDC, The Columbus River Center, Emory University, Fort Stewart* and the *Augusta-Richmond County Partnership for Families and Children*.

### MEDIA RELATIONS MANAGER

*Country Music Association (CMA), Nashville, TN*

*1991 – 1994; 1995- 1999*

Generate national and international media coverage for annual CMA events, including the top-rated "CMA Awards" CBS Television broadcast and Fan Fair music festival. Arrange recording artists' participation in CMA activities. Serve as editor and feature writer for monthly membership publication "Close Up" and additional publications, including "CMA Awards" program book, Fan Fair program book and Country Radio Directory.

#### *Key contributions include:*

- **Developed advertorials for *Adweek* and *Advertising Age*** highlighting CMA's affiliation with major brands, including Chevrolet, Wrangler and Dole.
- **Produced multi-media CDs** for "CMA Awards" for use by CBS Television affiliates and other broadcast promotional partners.

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- **Conducted feature article interviews with top recording artists**, including Dolly Parton, Shania Twain, Trisha Yearwood, Tim McGraw, Alan Jackson, Tammy Wynette, Aaron Neville and more.

**PUBLICIST**

*Country Music Television (CMT), Nashville, TN*

*1994 - 1995*

Secured media coverage and developed press kit materials for CMT corporate and network programming. Assisted with special events for CMT and sister cable network TNN: The Nashville Network, including presentations at the Television Critics Association annual meeting.

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**PROFESSIONAL DEVELOPMENT ACTIVITY**

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- Member Public Relations Society of America (PRSA)
- PRSA Southeastern Annual Conference 2015 Planning Committee Member
- Member Atlanta Press Club
- Digital Photography Courses, Showcase School of Photography, 2012
- Kennesaw State University Center for Sustainable Journalism Annual Social Media Conference, 2011-2013
- Digital Summit Atlanta, 2014

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**EDUCATION**

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**B.S. Radio & Television/Broadcast Journalism**

*Middle Tennessee State University, Murfreesboro, TN*

*Studies included internships with the Country Music Association and Jim Owens Productions*

**Film Production Studies**

*Production Management, Film Marketing, Scriptwriting and Film History*

*Watkins Institute, Nashville, TN*