

TERRIE BENTLEY MCKEE

CONTACT

704 616 8247
Tmckee214@gmail.com

ONLINE PORTFOLIO | BLOG

TerrieBentleyMcKee.weebly.com
NearYourAltar.com

SKILLS

- Writing
- Editing
- Copywriting
- Public / media relations
- SEO
- Content management
- Social media
- Customer service & sales
- Event planning/logistics
- Project management
- Strategic management
- Blogging
- New media
- Brand development
- Print buying

EDUCATION

Graphic Arts-Printing Management
Associate in Applied Science Degree
Central Piedmont Community
College
Honors: GATF National Scholar,
PICA/Weese Scholar, Wachovia
Scholar, NC Community Colleges
Scholar

Journalism
Western Carolina University

Additional training in digital printing,
sales, marketing, prepress, financial
management, marketing and printing
company management

EXECUTIVE SUMMARY

Communications professional with experience in writing, blogging, media relations, and new media

EDUCATION

BLOGGER / FREELANCE WRITER | Near Your Altar

- Gastonia, NC | 2005-present
- Write, edit and manage blogsite www.nearyouraltar.com
 - Contributing writer for A Mama's Story and Titus 2:1 Conference blogs
 - Freelance writing: Resumes, ad copy, ad design, etc

DIRECTOR OF COMMUNICATIONS/PUBLIC RELATIONS

- The Printing Industry of the Carolinas, Inc. | Charlotte, NC | 1999-2006
- Responsible for communications and media relations
 - Responsible for writing, editing, designing and production management of newsletters and website, including the flagship newspaper *The Scanner*.
 - Managed continuous improvement processes for all Association communications.
 - Responsible for working with printing companies, awarding printing contracts, and proofing various Association marketing vehicles
 - Managed promotion of events such as the PICA Awards, conventions, conferences, trade shows and table-top shows

FLEXO SERVICES DIRECTOR | PICA | Charlotte, NC | 2002 - 2004

- Prospected new flexographic companies for membership into PICA
- Managed FTA/PICA national strategic alliance
- Developed new and revamped services for flexo members
- Managed promotion, speaker development, logistics and staffing of the first-ever national CaroFlex flexographic conference

PRINTFORCE PROJECT MANAGER | PICA Foundation | Charlotte, NC | 2002 - 2006

- Responsible for grantwriting, fundraising, and donor development for PrintForce, the PICA Foundation's workforce development initiative for the graphic arts industry.
- Developed teaching standards for graphic arts programs in secondary and post-secondary schools in North and South Carolina.
- Acted as a liaison between the printing industry and graphic arts teachers in secondary and post-secondary schools throughout the Carolinas.
- Responsible for planning, development, and implementation of teacher and student printing events throughout the Carolinas, including transportation, promotion, catering, printing company logistics, take-aways and safety.
- Served as a printing judge for the NC SkillsUSA graphic arts competition
- Successfully planned and implemented PrintForce Teachers' Conferences and seminars.

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COMPUTER SKILLS

- Microsoft Office
- WordPress
- Weebly
- Constant Contact
- Survey Monkey
- Adobe InDesign
- Photoshop

REFERENCES

Jeff Stoudt

President, PICA

704.357.1150

jstoudt@picanet.org

Ronnie Bowers

Pastor, Flint Groves Baptist Church

704.865.4068

ronnie@flintgroves.org

Trish Sports

Vice President, Sheriar Press

843.448.1102

tsports@sheriarpres.com

EXPERIENCE (continued)

SALES REPRESENTATIVE

MidAtlantic Printers; Sheriar Press; Allegra Southend | Wilmington, NC; Myrtle Beach, SC; Charlotte, NC | 2006 - 2011

- Responsible for prospecting new accounts, customer relations, and sales/service of established accounts.
- Provided consultative services to clients, including soft and hard proofs.
- Production/job traffic management, including supervision of employees.
- Writing and issuing news releases to local, regional and trade media.
- Managed Allegra Southend's PICA Awards program printing entries, including proofing printed materials for color registration, technical difficulty, and printing processes (digital, offset, and wide format).
- Served as a printing judge for the PICA Student Awards

ACHIEVEMENTS

PICA

- Successfully brought the design of *The PICA Scanner* in-house, for a savings of \$10,000 annually
- Successfully developed and launched the PICA Platinum Sponsor program, which increased non-dues Association revenue and decreased Scanner printing expenses by 100%
- Increased the number of flexographic printing company members by 90%
- Successfully launched the first-ever national CaroFlex flexographic conference
- Applied for, and won, the PICA Foundation's first-ever grant for the PrintForce initiative in the amount of \$35,000
- Successfully placed PrintED national standards in all high school and collegiate printing programs.
- Successfully revamped the printing curriculum at Clemson University