

Stacey Wagers

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Marketing and Communication

Highly creative and innovative with nearly 10 years' experience conducting market analyses, developing effective marketing strategies, assisting with branding across **multi-media** platforms. Self-motivated professional with proven success writing and producing high-impact visual stories, building relationships, and serving as brand ambassador. Additional background as television anchor, reporter, and producer. Consistent track record of enhancing public and community relations.

Core Competencies

• Corporate Marketing	• High-impact Presentations	• Public Speaking
• Collateral Development	• Key Account Management	• Fundraising Support
• Video Design & Production	• Client & Customer Service	• Community Partnerships

Professional Experience

LAMAR UNIVERSITY - Beaumont, TX

Adjunct Instructor 8/2013 to Present

Responsible for instructing Department of Communication courses in traditional classroom lecture settings and through e-learning. Develop and manage curriculum, create course objectives, and prepare class schedules.

- ↪ **Cultivated exceptional relationships**, continually motivated students, and provided effective strategies for **achieving academic success**.
- ↪ Successfully developed and taught online **Advanced Public Speaking** courses.

WELLMONT HEALTH SYSTEM – Kingsport, TN

Marketing Specialist, 3/2005 to 7/2011

Directed **all** aspects of corporate marketing and communication video production—for both internal and public communication. Wrote and produced health-related marketing materials, educational tools, and public health broadcast productions by partnering with diverse specialists such as Pediatricians, Orthopedic Surgeons, Cardiologists, Oncologists, Traumatologists, and Neurologists. Conceived, wrote, and produced physician recruitment videos for company Web site, social media, and distribution showcasing hospital technologies and community perspectives. Coordinated and produced broadcast stories used in fundraising for Children's Miracle Network and acted as liaison between hospitals, patients, and news media. Developed and produced system podcasts of physicians discussing healthcare concerns.

- ↪ **Expanded public awareness** of hospitals and **increased credibility, customer perception**, and internal morale by **developing** and **launching** a 30-minute television program that aired on local networks for 7 years.
- ↪ Nominated for **Television Emmy Award as Writer and Executive Producer** for television program about Women and Heart Disease.
- ↪ Researched and formulated **best practices in hospital video marketing** to **exceed goals and needs** of health system.
- ↪ Created and produced **"Meet the Doc" video feature** on health system Web site to reach patients seeking information on individual physicians.

WATSON PHARMACEUTICALS – Johnson City, TN

Sales Representative, 7/2003 to 3/2005

Launched Oxytrol to area Urologists and Primary Care Physicians, sold Androderm testosterone patch to Endocrinologists, and marketed Reprexain pain medicine to Neurologists. Planned and organized daily, weekly, and monthly call schedules to achieve and surpass territory goals. Conducted effective sales presentations, built rapport and trust, and cultivated mutually beneficial relationships. Established numerous new accounts, secured orders, and serviced existing clients. Proactively monitored competitor activity by gathering and analyzing marketplace information.

- **Selected as one of two reps** in my region to roll into Watson from Ventiv contact.
- **Ranked #11 in area and #36 in nation** for launching of Oxytrol product.

WJHL-TV – Johnson City, TN

Main Anchor / Medical Reporter, 7/2000 to 7/2003

Anchored 6:00 and 11:00 evening newscasts, presented news material with authority and credibility, and generated live on-air discussions. Established and maintained “Medical Watch” franchise produced for other daily newscasts. Partnered with University Physicians for weekly TV interview segments.

- **Improved public relations and awareness** by hosting and emceeding community events.

KSNF-TV – Joplin, MO

Morning and Noon Show Anchor / Reporter / Producer, 8/1997 to 7/2000

Cohosted and anchored two-hour morning news program, produced noon newscast, and covered news events live and on location. Served on multiple community boards as station representative.

- **Maximized viewership** by providing strategic, tactical, and creative oversight.
- Served as reporter on news team presented with **Edward R. Murrow Award for Best Newscast**.

Education and Credentials

Master of Arts in Professional Communication, 2012

East Tennessee State University – Johnson City, TN

3 Teaching Assistant for Foundation of Communication Courses, Research Assistant to Department Chair in Area of Gender Studies

Bachelor of Arts in Broadcast Journalism, 1997

University of Arkansas – Fayetteville, AR

Community Organizations

Board of Directors, Tri Cities American Heart Association

Media Chair, Washington County United Way

Honorary Chair, March of Dimes Walk America

Counselor, Kids Impacted by Death & Divorce (KIDDS)

Children’s Ministry Volunteer, Grace Fellowship Church

Volunteer, Big Brothers Big Sisters