

# David N. Wheeler

Dynamic Marketer, Fine-Tuning Media Strategy

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davidnwheeler.com

## EDUCATION

### University of Georgia *M.A. in Mass Communication*

Athens, GA — June 2023 - PRESENT

Concentration: **Emerging Media**; Project Management, Brand Design, Front End Web Development, User Experience & Native App Development

### College of Coastal Georgia *B.A. in Business Administration*

Brunswick, GA — January 2020 - December 2022

Concentration: **Marketing**; Market Research, Media Management, Marketing Operations, & Graphic Design.

## EXPERIENCE

### **Assistant Manager/Director of Marketing** University 16 Cinemas

February 2023 - PRESENT

Manage/optimize media campaigns for upcoming releases and VIP events.

Managing a team to meet performance goals, responsible for team success.

Communicate performance insights and build/present progress reports.

Use strong decision-making to manage day to day operations.

### **Marketing Intern** Mellow Mushroom, Certified Burgers

May 2022 - January 2023

Use the latest media trends to influence social media profile & presence.

Designing graphics for digital & print ads with keen attention to detail.

Photography for food/business and internal projects.

Maximize press opportunities for brand exposure.

### **Market Research Team** GAGE, Henshaw Companies

August 2022 - December 2022

Drive strategy discussions for client education of employee retention app.

Implement and manage surveys, focus groups; collect secondary data.

Inclusive of C-Suite to ensure the success of the platform.

## FREELANCE

### Master of Ceremony/DJ

*Island Sound*

May 2020 - PRESENT

Independent

Public Speaking

Crowd Engagement

### Radio Advertising

*BQK Airport*

March 2020

Formal Spokesperson

Media Liaison

Vocal Talent Across Campaign

## SKILLS

Hootsuite

Meta Ad Manager

Visual Studio Code, Xcode

Streamlabs

Mac & Windows

Adobe Suite

Microsoft Suite