

TEDDI WOODSON

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EXPERIENCE

Project Manager, Creative | Tampa Bay Rays

February 2023 – Present

- Manage the workload of 15+ Creative Team employees utilizing Lytho, a cloud-based creative project management software, to ensure that project deliverables exceed client expectations
- Oversee over 2,000 concurrent projects per year for Rays and Rowdies brands including digital & paid advertising campaigns, social media content, community engagement collateral, and stadium signage
- Work with external vendors to order, facilitate the installation of, and invoice 350+ print projects a year including large-format, out-of-home marketing signage, internal stadium signage and other print collateral
- Serve as the primary point of contact for internal and external stakeholders, providing regular updates on project progress, communicating concerns or issues that arise and identifying opportunities to improve project processes to increase efficiency and effectiveness

Project Coordinator, Marketing | Washington Commanders

January 2022 – February 2023

- Worked closely with department leads on key business objectives including, but not limited to, the rebrand of the Washington Football Team to the Washington Commanders, NFL Draft parties and events, the franchise's 90th anniversary campaign, and the launch of the Commanders Mascot, Major Tuddy
- Oversaw projects for a team of four graphic designers by creating project timelines, defining milestones, and managing deadlines
- Collaborated with internal teams, external stakeholders, and designers to centralize incoming requests, scope briefs, prioritize cross-departmental projects and meet client and organizational needs
- Designed graphics, coded emails, built landing pages, and oversaw the launch of mobile app experiences, forms, and push notifications

Web Designer | Tervis Tumblers

January 2021 – December 2021

- Collaborated with marketing team to concept, design & execute online assets for web, email & SMS campaigns for major holidays sales initiatives
- Utilized HTML, CSS & Javascript to implement web content on Tervis.com through Salesforce Commerce Cloud, 50+ web pages overall
- Created & scheduled email and SMS marketing content on CRM platforms Bronto & Attentive
- Performed competitive analysis of competitor websites & campaigns to make recommendations on improving user experience (UX)
- Supervised key business objectives including templetizing the Tervis.com Customizer feature, Black Friday sales initiatives, and rebranding initiatives

Seasonal Graphic Designer | Tampa Bay Lightning

October 2019 – May 2020

- Utilized Adobe Creative Suite and other design software to develop creative and engaging graphic elements for the Tampa Bay Lightning & affiliate organizations including AMALIE Arena, the University of South Florida & the Yuengling Center
- Worked on deadlines to produce collateral such as flyers, web advertisements, animated graphics, & social posts for new & ongoing campaigns
- Collaborated with other departments to create assets for distribution to 600,000+ fans through digital platforms, print, broadcast, and signage throughout the Tampa Bay community
- Designed graphics to meet the needs of internal and league branding guidelines, partner obligations and other initiatives including NFL All-Star, Star of the Week, Birthday graphics sponsored by Dunkin', Lightning Santa, Pet Supply Drives, Thunderbug Kids Club and more

EDUCATION

MAMC, Web Design | University of Florida

October 2019 – May 2020

B.S., Public Relations | University of Florida

Fall 2015 – May 2020