

Timothy David Whims

Professional Resume

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SUMMARY

Web development and content management system administration, public relations, and communications executive and Emmy Award-winning journalist with extensive experience in internal and external communications, public relations, strategic website design and development, planning, marketing and leadership. Expertise in website development languages, journalism, media relations, communications, disaster response mitigation, and media training. Additional core media strengths include photography, end-to-end video production, graphic design, industry-standard multimedia design software, and website content management systems and frameworks including: Cascade, WordPress, Drupal, JQuery, PHP and JavaScript.

PROFESSIONAL EXPERIENCE

CLEMSON UNIVERSITY, Clemson, SC

2005-Present

Communications and Public Relations Coordinator and Web Developer

College of Behavioral, Social and Health Sciences and College of Education

Web development and public information officer for all departments, centers and institutes within two colleges at Clemson University. My charge is to engage and shape the perception of faculty, staff, students, alumni and external audiences through the use of the strategic communications, publications, website design and content and news media management. Examples of all professionally produced multimedia can be found at Whimsweb.com

Communications and Public Relations Coordinator: Primary responsibilities include development and implementation of the following for the College of Behavioral, Social, and Health Sciences and the College of Education:

- Website development, management and supervision;
- Utilizing social media to promote the aspects and achievements of both colleges;
- Strategic use of web and social media analytics to target particular audiences;
- Develop and design newsletters, magazines and additional publications;
- End-to-end multimedia video development for promotional purposes;
- Develop and implement new website technology;
- Develop and disseminate communications for internal and external audiences;
- Develop public relations strategies;
- Develop and pitch stories to local, regional and national media;
- Media relations management;
- Crisis mitigation and management, and;
- Serve as college liaison to the university Web Development Leadership Team.

Web Designer and Developer: Primary responsibilities include any and all forms of website development, design and maintenance for the College of Behavioral, Social, and Health Sciences and the College of Education, including:

- Two colleges
- 15 degree-granting departments
- Nine centers/institutes
- Four labs
- Four programs

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PROFESSIONAL EXPERIENCE

Goal Achievements: Goal achievements for all colleges/units/labs/program include successfully developing and implementing plans to:

- Bring two college to university branding standards/compliance;
- Cut college budgetary spending through use of electronic communications in excess of \$400,000;
- Bring college websites into Web 2.0 then 3.0 standards;
- Utilize all forms of social media to enhance and promote all aspects of the colleges
- Transfer all college websites into a responsive website template;
- Dramatically increasing target audience website engagement;
- Use website statistics to strategically communicate with target audiences;
- Bring college communications and multimedia in line with university branding standards;
- Standardize college news reporting in order to gain the most impact throughout target audiences;
- Produce numerous promotional videos based to promote the college and its strategic direction;
- Produce numerous print and electronic publications;
- Create an archive of college news, video and photography, and;
- Capture classroom instruction that are immediately ready for portable devices or web-based viewing.

UPFRONT PUBLISHING, Greenville, SC

2004-2005

Editor in Chief/Director of Marketing and Public Relations—*Upstate Living, Today's Physician and Seasoned Magazines*

Editor of three magazines, two monthly and one quarterly. Responsibilities include editorial content of each publication—editorial planning, coordinating stories, reporting, writing and photography. Duties also include directing a staff of three layout/advertising designers and reporters, strategic marketing, public/media relations, special projects, drive advertising sales, direct employee recruitment and retention efforts, coordinate internship program, maintain a budget, graphic design, and oversee several national sister publications. Primary PR liaison for Upfront Publishing, including weekly attendance at regional business and social functions.

- Successfully launched two start-up magazines;
- Developed editorial calendar for nationwide regional issues;
- Obtained \$10,000 in advertising for first issue of one start-up publication;
- Successfully directed launch of additional franchise publications nationwide;
- Successfully redesigned one magazine for national franchise opportunities;
- Developed and initiated company internship program and additional programs;
- Successfully redesigned magazine layout with an invigorated presence;
- Implement and directed redesign of company Web sites;
- Developed and taught training programs for other regional publishers;
- Designed, wrote and implemented strategic marketing collateral for the company; and
- Served as company liaison for public relations and community events as to initiate, secure, and/or retain advertising.

JEFF DEZEN PUBLIC RELATIONS, Greenville, SC

2004 (Consultant)

Healthcare PR Consultant

Strategic planning and media relations for local, national and international businesses, including Regent Medical, Ltd., Bon Secures St. Francis Hospital System and Heritage Healthcare. Researched and formulated ROI strategies. Conceptualized global PR strategies. Coordinated speaking engagements to facilitate introduction of new physician. Wrote and disseminated press releases to local, national and trade media. Conceptualized and coordinated story ideas for local and trade media in order to obtain coverage for each specific business. Personally shot client photography for media advertisement. Coordinated newsletter publication. Researched and conceptualized employee recruitment and retention policies. Wrote public relations RFP for incoming ambulatory surgery center.

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PROFESSIONAL EXPERIENCE

- Implemented accreditation and continuing education added-value program for use in marketing/sales for Heritage Healthcare;
- Obtained advertising equivalencies of approximately \$9000 for St. Francis-owned physician practice, \$20,000 for Regent Medical and \$6000 for Heritage Healthcare in local, national and trade media;
- Significant PR contributions to Regent Medical's 2005 globalize marketing/public relations strategies;
- Obtained prominent speaking/teaching placement of St. Francis physician for the YMCA 2005 healthcare public awareness campaign/call-to-action;
- Successfully coordinated design, content, printing and mailing of Heritage Healthcare newsletter; and
- Successfully coordinated design and implementation of Heritage Healthcare marketing logo.

GREENVILLE HOSPITAL SYSTEM, Greenville, SC

2001-2004

Media Relations Coordinator

Coordinated, planned and implemented strategies between the departments of community relations and marketing to obtain coverage for the five major healthcare service lines. Served as hospital spokesperson. Facilitated media requests for all hospital interviews. Facilitated with major community relations events. Wrote and disseminated all press releases and media advisories. Planned and implemented all press conferences. Daily personal interaction with all forms of local and national media and all Upstate public information officers. Certified PIO. Sat on GHS Emergency Response Team.

- Averaged 548 column inches per month of print media coverage for all GHS entities during FY 2003;
- Averaged 49 minutes per month of local TV coverage for all GHS entities during FY 2003;
- Obtained approximately 780 column inches and 67 minutes of local media coverage during a two-month period for GHS special interest political issue of Medicaid funding, which played a major role in convincing the state government to adjust its budget and find permanent or temporary funding Medicaid during FY 2002 and FY 2003;
- Drastically increased positive media coverage for GHS during FY 2002, continued increases in FY 2003, 2004;
- Developed and implemented electronic forms of system-wide media coverage dissemination and archival processes; and
- Successfully facilitated planning and implementation of major community relations events, incorporating GHS, several major SC entities and thousands of Upstate community members while raising public awareness and funding.

WYFF-TV, Greenville, SC

1992-2001

Journalist, Photojournalist, Writer, Editor

Produced ideas and content for daily newscasts. Shot, edit and produced live reports under tight deadlines. Field produced national news stories. Trained and critiqued new reporters, photojournalists and editors. Traveled extensively for special project reports. Facilitated producers and reporters in gathering information for news stories. Edited all video content in all daily newscasts.

- Principal in establishing National Press Photographers Association (NPPA) photojournalism standard at WYFF;
- Two Emmy Awards for photojournalism, two additional nominations;
- More than 20 awards from the Associated Press, Radio and Television News Directors Association of the Carolinas and NPPA;
- Principal photojournalist for special projects, national news stories and travel projects;
- Dramatically increased recognition of WYFF as an upper tier photojournalism station; and
- Exceptionally skilled in linear and non-linear video editing, photography composition, style and lighting.

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PROFESSIONAL EXPERIENCE

Editor and Writer for WYFF-TV.Com

WYFF-TV / Internet Broadcasting Systems: Launched and manage local and national news coverage for the WYFF-TV web site. Planned, produced and wrote all local news special projects. Field reporter for breaking news. Facilitated reporters and producers in gathering information for news stories. Along with other local news, responsible specifically for all healthcare news coverage, weather news coverage, school and business closings, high school football coverage and entertainment news.

- Extremely successful startup and launch of WYFF4.Com with significant increase in traffic throughout the year;
- National Headliner Award for producing and reporting on the topic of alcoholism;
- Rapidly became most popular local news site for weather and school/business closings as measured by local research group;
- Entertainment reports published in all major cities throughout the United States.

EDUCATION

The Ohio State University: BA, Photography and Cinema, Journalism tract, Columbus, OH, 1992

PROFESSIONAL DEVELOPMENT

- **Certification** – Data Security and Privacy, Clemson University, Clemson, SC – November 2016;
- **Certification** – Eliminate Campus Sexual Violence, Clemson University, Clemson, SC – November 2016;
- **Workshop** – Web Development Accessibility, Clemson University, Clemson, SC – October 2016
- **Certification** – Civil Treatment for Employees, Clemson University, Clemson, SC – April 2016;
- **Course** – Workplace Conflict: Recognizing and Responding to Conflict, Clemson University, Clemson, SC – May 2015;
- **Course** – Personnel Management; Listening To Your Employees, Clemson University, Clemson, SC – June 2015;
- **Workshop** – Reputation & Crisis Management, Clemson University, Clemson, SC – April 2014;
- **Certification** – South Carolina Emergency Management Division PIO Program, Columbia, SC – May 2003;
- **Certification** – South Carolina Emergency Management Division Emergency Response & Mitigation PIO, Columbia, SC – May 2003;
- **Instructor** – Upstate Public Information Officer Core Group Training Seminar, Greenville, SC – May 2002;
- **Certification** – National Press Photographer Association Short Course, Atlanta, GA. – May 1997;
- **Graduate** – National Press Photographer Association Workshop, Norman, OK – May 1996;

HONORS & AWARDS

- **Professional Staff Award** for Exceptional Performance and Outstanding Service, Clemson University;
- **National Headliner Award for Journalism**, Press Club of Atlantic City;
- **Emmy Award** - Television News Photographer of the Year, National Academy of Television Arts & Sciences;
- **Emmy Award** - Collective Effort Photography, National Academy of Television Arts & Sciences;
- **Emmy Nomination**, National Academy of Television Arts & Sciences;
- **Emmy Nomination**, National Academy of Television Arts & Sciences;
- **Emmy Nomination**, National Academy of Television Arts & Sciences;
- **10 Gold & Silver Awards for Journalism**, Radio and Television News Directors of the Carolinas; and
- **Nine First & Second Place Awards for Journalism**, South Carolina Press Association.

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COMMUNITY & VOLUNTEER EXPERIENCE

- **Brookwood Church:** Photography Team Ministry leader;
- **Family Connection of Greenville:** Board member of Area Council. This non-profit business connects families with similar medical circumstances for support and counseling;
- **Greenville SAFE KIDS:** Facilitated with media coverage of special events, press releases and press conferences for this local affiliate of National SAFE KIDS;
- **Upstate Public Information Officer Core Group: Founding member:** This group was formed to discuss and keep abreast of local issues dealing with the cohesiveness of all local public information officers; and
- **Community Emergency Response Team (CERT) Council:** This volunteer group was established to form CERT teams across Greenville County in response to President Bush's request after the 9/11 disaster. Past Vice Chair.