

CURRICULUM VITAE

Cheri Cutler

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EDUCATION

- M.S. Marketing (August 2015)
Fox School of Business
Temple University, Philadelphia
- B.A. Political Science (May 1989)
University of Michigan, Ann Arbor

ACADEMIC AWARDS

- Dean's Distinguished Scholar Award
Fox School of Business (May 2015)
(Top 5% of the master's-level graduating class)
- Dean's Certificate of Excellence
Fox School of Business (May 2015)
(Top 20% of the master's-level graduating class)

ACADEMIC SERVICE

Fox School of Business

- Volunteer judge, Target Case Competition, Spring 2020-present
- Created video on Best Practices for Developing Proposals for Fox Video Vault, January 2020
- Volunteer recruiter, MSCM Department, Spring 2020
- CAFSBM
 - University Faculty Senate Committee, Spring 2020-present
 - Faculty Herald Advisory Board, Spring 2020-present

Klein College of Media and Communication

- Member, search committee, tenure-track position in public relations, Fall 2013–Spring 2014
- Member, search committee, non-tenure-track position in rhetoric and public advocacy, Fall 2013
- Member, search committee, senior administrative specialist, Summer 2013
- Director of Student Recruitment, Fall 2013–Spring 2014

COURSES TAUGHT

Temple University

- BA 2196, Business Communications
- STRC 1111, Public Speaking
- STRC 2496, News Writing & Media Relations
- STRC 2551, Media Information Gathering and Evaluation
- STRC 3543, Fundamentals of Public Relations Writing
- STRC 3596, Advanced Public Relations Writing
- ADV 2111, Introduction to Marketing

La Salle University

- COM 150, Presentation Skills
- COM 207, Principles of PR
- COM 317, Organizational Communication
- COM 357, PR Writing
- COM 407, Public Relations Management (capstone, service learning course)

TEACHING EXPERIENCE

Temple University, Philadelphia

Fox School of Business

Department of Marketing and Supply Chain Management

- Assistant Professor (August 2018-present)
- Currently teaching four sections of Business Communications

Klein College of Media and Communication

Department of Advertising and Public Relations

- Adjunct Instructor (January 2018-May 2018)
 - Taught Introduction to Marketing
- Visiting Assistant Professor (January 2013–June 2014)
- Adjunct Instructor (January 2003–December 2012, August 2014–December 2014)
 - Taught undergraduate courses including Media Information Gathering and Evaluation (communication research), Advanced Public Relations Writing (writing-intensive course), Fundamentals of Public Relations Writing, Public Speaking and News Writing and Media Relations (writing-intensive course)
 - Recruited students in the four sequences to the Department of Strategic Communication: General, Organizational Leadership, Public Relations and

Rhetoric and Public Advocacy

- Attended open houses and student fairs, giving presentations to both parents and incoming students to the department
- Increased department enrollment from 2013-2014

La Salle University, Philadelphia

Department of Communication

- Adjunct Instructor (August 2017-May 2018)
 - Taught Communication Management and Public Relations Writing
- Instructor (August 2016-May 2017)
 - Taught undergraduate courses including Principles of Public Relations, Public Relations Writing, Presentation Skills, Organizational Communication and Communication Management (service learning, senior seminar)

PROFESSIONAL EXPERIENCE

Cutler Communications, Philadelphia

- President (July 2002–January 2013)
 - A full-service marketing communication firm that specialized in strategic planning, social media, public relations, branding, website writing, collateral development and event planning. Clients included City Representative's Office (City of Philadelphia), Chestnut Hill Business Association, Old City District, Center City District, Marketplace Redwood (Philadelphia International Airport), City Avenue Special Services District, Avenue of the Arts, among many others

Manayunk Development Corporation, Philadelphia

- Director of Marketing and Public Relations (January 2000-July 2002)
 - Launched regional and national media campaign
 - Conceptualized, planned and executed large-scale events including the First Union USPRO Cycling Championship, Manayunk Arts Festival, Indian Summer Festival, Fashion Event and other seasonal events
 - Solicited corporate sponsors and other major event donors, beginning at \$25,000
 - Managed staff, volunteers and budgets for all events
 - Oversaw communications activities such as website development, direct mail and advertising
 - Managed brand strategies, defined strategic objectives and established relationships with community leaders, print and broadcast journalists and the public

PricewaterhouseCoopers, Philadelphia

- Director, Global Marketing (1999)
 - Directed the development, implementation and assessment of strategic global communication programs that helped the business units within Human Resources Management Consulting manage internal and external human

- resource communication efforts
- Organized and implemented special events, conferences and trade shows throughout the world
- Developed and implemented external public relations programs
- Launched web-based communications programs including a human resources newsletter and web site
- Researched, wrote and published thought leadership articles, white papers and brochures
- Managed brand strategies and developed strategic and operational plans

Preit-Rubin, Inc., The Shops at The Bellevue, Philadelphia

- Marketing Director (1995-1998)
 - Developed and implemented public relations, marketing, advertising, special events and promotion of The Shops at The Bellevue in conjunction with the Sporting Club and the Park Hyatt at The Bellevue
 - Conducted local and national media relations activities
 - Created and placed all media including print, radio and television
 - Created marketing campaign collateral materials including retail brochures and catalogs, fliers, coupons, table tents and signage
 - Produced annual "Bridal Event at The Bellevue" with exhibitors and fashion show
 - Launched special promotions including "Get Down After 4 p.m." and "Bellevue Breakfast Club" to attract new business and enhance the shopping experience of existing customers
 - Coordinated activities with Avenue of the Arts organizations Rittenhouse Row, Center City District, Philadelphia Convention & Visitors Bureau and various tour groups
 - Created and implemented Saturday family-oriented special events with Pennsylvania Ballet to kick off the Family Matinee Series
 - Produced quarterly property newsletter, press releases and feature stories

Reading Terminal Market, Philadelphia

- Marketing Director (1994-1995)
 - Developed and executed strategic and tactical marketing plan for the East Coast's largest indoor farmers' market with 80 merchants
 - Planned, organized, and publicized numerous special events including the annual "Valentine To The Market" and the Pennsylvania Dutch Festival
 - Expanded market awareness through extensive local and national media relations campaigns resulting in frequent publicity on radio, television and print media
 - Produced bimonthly merchant newsletter, press releases, media alerts and feature stories
 - Created and launched market programs such as a kids program, volunteer program, musician program, "Celebrate Senior Days" and other community outreach events
 - Coordinated market activities with events at the Pennsylvania Convention Center and city festivals and celebrations including "Welcome America!" and "Make It A Night"

Earle Palmer Brown; Ketchum (merged into Earle Palmer Brown), Philadelphia

- Account Executive (1991-1994)
 - Developed public relations campaigns for consumer, business-to-business and technical clients: Hotel du Pont, Pizza Hut, Certainteed Corporation, Omni Corporation, Elf Atochem North America, Inc., CoreStates Financial Corporation, the City of Philadelphia, and Wawa Inc.
 - Planned, promoted and orchestrated special events for Omni Corporation (all hotel openings), Welcome America!, CoreStates U.S. Pro Cycling Championship, Wawa (hoagie day) and Elf Atochem (trade shows)
 - Developed and executed simultaneous introduction of product line in four markets for Pizza Hut. Efforts resulted in 20 percent increase of product line sales
 - Wrote newsletters, brochures, case histories, press releases and feature stories. Stories featured in Wall Street Journal, New York Times, USA Today and a host of other publications

PROFESSIONAL CERTIFICATION

- Certified Marketing Director designation (November 1997) earned through the International Council of Shopping Centers following a daylong examination in subject areas such as accounting, finance, advertising, branding, marketing and public relations.

PROFESSIONAL ACCOMPLISHMENTS

- Won a free Super Bowl commercial in January 1999 for client, Jeremy's MicroBatch Ice Creams. Client entered in an annual nationwide contest "See Your Small Business on the Super Bowl Search" for small businesses, sponsored by Mail Boxes, Etc., who selected the company from thousands of applicants around the country.
- Developed Wawa Hoagie Day in 1992 to extend the Wawa brand. Wawa Hoagie Day features a five-ton hoagie that is free to all visitors during the Wawa Welcome America festivities in July each year.

PROFESSIONAL AWARDS

- 40 Under 40 Award in 2004 from the *Philadelphia Business Journal*. The award recognized young professionals in the Delaware Valley for outstanding successes in their fields and for their contributions to society. Applicants selected from more than 250 nominations representing some of the regions most entrepreneurial, accomplished and influential professionals.
- Merit Awards for The Greater Philadelphia Metro Malls Community Unity Campaigns in 1996 and 1997 from the International Council of Shopping Centers. The award recognized the fundraising efforts of all regional shopping center marketing directors for the Philadelphia Zoo and rebuilding of its Primate Center.

- Pepperpot Award in 1993 for the Hotel du Pont from the Public Relations Society of America. The award honored the campaign to reopen the Hotel Du Pont. More than 85 entries were judged in 30 categories ranging from feature stories to event planning.

PROFESSIONAL AND ACADEMIC MEMBERSHIPS

- Beta Gamma Sigma International Business Honor Society (member, April 2015-present)
- University of Michigan (alumni association board member, 1995-2014)
- Professional Women's Roundtable (advisory board member, 2002-present)
- Women's Way (founder, Young Women's Initiative (2000-present)
- Thorncroft Therapeutic Horseback Riding, Inc. (committee member, 1995-2008)
- Philadelphia Public Relations Association (member, 1990-2013)
- Public Relations Society of America (member, 1990-2000)
- Center City Proprietor's Association (board member, 2003-2009)
- Valentine to the Market (committee member, 2011-2015)
- Fashion Group International (board member, 2000-2008)