

# Cumberland Marketing Staff Listing

**Chris Bowen:** *Founder and CEO*

Chris is responsible for sales and business development, creative and strategic direction, as well as the overall management and success of Cumberland Marketing. Instrumental in the creation of Unsmokeable, Chris is responsible for the campaign's successful execution since its inception.

**Heath Guinn:** *Creative Director*

Heath brings experience and innovative ideas to the strategies Cumberland Marketing creates. He lead brand development and the positive approach of Unsmokeable, and continues to work with the internal social, online, and video production teams to identify opportunities to further connect with students, parents, and teachers.

**Vicki Casenburg:** *State Health Improvement Director*

Vicki manages all health-related accounts including all aspects of creative and product requests. She assists clients in achieving better health outcomes in overall population health objectives. Previously, she was the public health educator responsible for the implementation of the Unsmokeable program for Sullivan County, Tennessee

**Coeli Ayres:** *Digital Marketing Strategist*

Coeli is responsible for all accounts' marketing strategy including, but not limited to, social media, email, web, and advertising. She also assists in sales pitches, onboarding of new clients, creative conceptualization processes, and account management. Coeli evaluates the Unsmokeable program as it relates to optimizing strategy, reporting on deliverables, and managing marketing streams from granular data level.

**Ashley Shutt:** *Marketing Coordinator*

Ashley is responsible for building and implementing social media programs that ensure appropriate messaging is executed online, to support client goals across all platforms. She provides creative direction to production teams to ensure client expectations are met. Ashley ensures that deadlines and budgets are accounted for in a timely manner, as well as monitors growth between social channels and adjusts strategy when necessary. She is responsible for all visual and creative aspects as it pertains to Unsmokeable social media, website, and community outreach. Ashley facilitates appropriate messaging in tone as it relates to the voice of Unsmokeable.

**Tori Humphreys:** *Custom Project Manager*

Tori is responsible for all aspects of clients' custom orders from quote to final invoice. She assists clients with product recommendations, information and pricing, logo designs and layouts, as well as works with vendors and manufacturers to ensure that the product is produced as specified and on schedule. Tori is responsible for the product incentives associated with the Unsmokeable program.

**Brad Bode:** *Creative/Production Manager*

Brad is responsible for Cumberland Marketing's video production team, which includes producing, directing, and editing video projects for clients. He also conceives and writes scripts and copy for client deliverables.

**Samantha Culbertson:** *Art Director*

Samantha is responsible for helping develop logos and overall branding for clients. She develops various types of print media, digital ads, web graphics, internal and external presentations, as well as static video slides.

**Emily Carrier:** *Production Coordinator*

Emily manages the video production department schedule and organizes production tasks. She works closely with Creative/Production Manager to ensure projects' successful, timely completion.

**Ashley Mowry:** *Photographer/Graphic Artist*

Ashley is responsible for all photography used on social and in website development for clients. She is responsible for creating artwork by coordinating client mockups for Cumberland Marketing's product division.

**Nick Bowen:** *Videographer/Editor*

Nick is responsible for conceptualizing video ideas for clients, shooting the footage required, as well as editing and delivering final product.

**Ryan Shipley:** *Videographer/Editor*

Ryan is responsible for shooting projects both in the field and in Cumberland Marketing's studio. He edits projects for delivery to clients.

**Jacy Richardson:** *Visual Fx Artist*

Jacy is responsible for assisting the video production team, providing animation, motion graphics, and compositing.

**Jennifer Smith:** *Custom Project Manager*

Jennifer is responsible for handling all aspects of clients' custom orders from quote to final invoice; assisting clients with product recommendations, information and pricing, to logo designs and layouts, as well as working with vendors and manufacturers to ensure that the product is produced as specified and on schedule.

**Audra Light:** *Custom Project Manager*

Audra is responsible for all aspects of clients' custom orders from quote to final invoice; assisting clients with product recommendations, information and pricing, to logo designs and layouts, as well as working with vendors and manufacturers to ensure that the product is produced as specified and on schedule.

**Heather Burke:** *Digital Marketing Intern*

Heather is responsible for assisting the production department and digital team with client research, creative execution. She also performs clerical tasks to support the web design team.