

SHEILA J CALDWELL

CREATIVE | INNOVATIVE | MULTI-FACETED | PURPOSEFUL



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📍 172 Circle Drive | Mountain City, TN

If your organization needs creativity and innovation with exceptional organization and administrative skills, then my professional, volunteer and life experiences provide a robust resource to meet your objectives.

✓ PROFESSIONAL BIO

Executive leader with award-winning communication skills and a keen commitment to community service by creating collaborative opportunities between corporate, nonprofit and community partners.

✎ SKILLS AND ABILITIES

- Microsoft Office, Adobe Creative Suite, Canva, Wix, Constant Contact & Zoom
- YouTube & Podcast content creator
- Creative writing & online content
- Award-winning voice talent & multi-media producer, video/podcast production & promotion
- On-air television & radio program host
- Fund development & marketing
- Professional emcee & public speaking
- Special event creation & management
- Digital marketing including email, website and social media management
- Certified Health Coach - community health & wellness educator
- Media & public relations
- Volunteer recruitment & management

👤 PERSONAL/ PROFESSIONAL REFERENCES

Available upon request.

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💎 PROFESSIONAL EXPERIENCE

The Heart2Heart Foundation, Inc. | Rock Hill, South Carolina
TheHeart2HeartFoundation.org | @TheHeart2HeartFoundation
President/Founder – Executive Director
November 2012 – Current

EXECUTIVE LEADERSHIP & ADMINISTRATION

- Maintain compliance with federal, state and local authorizations for the nonprofit organization.
- General & Major Fund Development, Corporate giving program, online giving campaigns and sponsorship acquisition
- National, statewide & local collaborative efforts
- Day-to-day administrative operations

SIGNATURE PROGRAM CREATION & OVERSIGHT

- Creation & development of organization's community, corporate & faith-based programs serving adults & youth
- Special Event creation, management & fulfillment
- Volunteer recruitment & management
- Community health educator, lifestyle coach & public speaker
- Producer/host on video & podcast educational collateral
- Creation & fulfillment of print/digital collateral as well as premium items for special events/programs

MARKETING & COMMUNICATIONS

- Communications & marketing through multi-media channels including email, social media platforms and YouTube
- Creation & maintenance of organization's websites
- Public relations & promotions via traditional & digital media

BOARD DEVELOPMENT & MANAGEMENT

- Responsible for monthly, quarterly and annual reporting
- Committee creation, member recruitment and oversight
- Board of Directors member recruitment and retention



PROFESSIONAL EXPERIENCE CONT'D

The Loner Group, LLC | Rock Hill, South Carolina
Creative Services & Marketing June 2000 - Present

- On-air talent & producer for broadcast/digital programs
- Professional Emcee for community-wide events
- Special event planning & promotions
- Digital marketing: website, email & social media
- Short & long-form broadcast writing & production
- Award-winning VO talent for multi-media projects
- Nonprofit public service campaign producer
- Client acquisition and account management
- Creator & manager of YourYC.com

Williams & Fudge, Inc. | Rock Hill, South Carolina
National Client Services Manager July 2003-December 2010

- As department executive, managed staff of 13 customer service representatives committed to providing exceptional support for company's 1,000+ national clientele
- Ensured professional & timely response to internal & external inquiries, custom reports and account issue resolution
- Provided direct support to President and Vice-Presidents in addition to account management and sales departments
- Participated with hosting executive management staff at annual conference and client appreciation event

American Red Cross | Charlotte, North Carolina
Regional Marketing Manager May 2000-June 2003

- Direct marketing of Health & Safety courses to corporate & community clients
- Managed & coordinated Health & Safety Coaches schedules
- Public speaking & presentations on behalf of the organization
- Successfully managed campaign to add AED to Charlotte/Mecklenburg School System

INSP Television Network | Charlotte, North Carolina
Director of Transactional Marketing June 1996-June 2000

Chosen People Ministries International | Charlotte, North Carolina
Development & Communications Manager January 1992-June 1996

WDHN TV | Dothan, Alabama
Creative Production Services Manager June 1989-January 1992

WWNT Radio | Dothan, Alabama
Development Director & On-air Talent May 1986-June 1989



EDUCATION & TRAINING

DR. SEARS WELLNESS INSITUTE

November 2019 - Health Coach Certifications

WINTHROP UNIVERSITY - Rock Hill, SC

May 2016 - Nonprofit Management Certification

ENTERPRISE STATE COLLEGE - Enterprise, AL

1981-1983

Marketing & Communications /Performing Arts

ENTERPRISE HIGH SCHOOL - Enterprise, AL

May 1980 Honors Degree with specialization in Music, Creative Writing and Advanced French



AWARDS & RECOGNITION

- 2019 Survivors Have Heart Ambassador with Bob Harper / Astra Zeneca
- 2017 Outstanding Partner Award for The Heart2Heart Foundation – Rock Hill School District
- 2017 First Runner-up SC Strawberry Festival Pageant – Town of Fort Mill, SC
- 2017 Community Service Merit Award Winner – Come-See-Me Festival in Rock Hill, SC
- South Carolina Governor's Proclamations – 2014, 2015 & 2017 for Heart Month Recognition
- Special Resolution & Recognition by South Carolina House & Senate – 2015
- 2012 Hometown Hero Award – Comporium/CN2
- 2010 & 2011 Star Award for Radio – South Carolina Broadcasters Association
- 2009 Beyond the Call of Glen Award – Come-See-Me Festival in Rock Hill, SC
- 1997 Angel Award for Short-form Television Documentary - Syndicated Internationally



PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- Advisory Board Member for National Healthy Hearts Network – The Heart Truth
- Survivors Have Heart Champion - Astra Zeneca
- Member of Wellness Warriors Advisory Committee – Catawba Nation
- Founding Member & Community Leader for #GivingTuesday & #YorkCountySCGives
- Member of Association of Fundraising Professionals
- Member of TogetherSC

