

DR. T E R R A N C E C A R R

• Houston, TX • terrance.carr@tsu.edu

EXECUTIVE SUMMARY

- A senior executive with nearly 32 years of cumulative experience in the Non-Profit, Educational Leadership & Sports, and Entertainment Industry.
- Engaged in university and community leadership roles and served on a policy advisory committee.
- Extensive experience in developing strategies for organizations and institutions focused on underserved communities in the areas of Donor Development, Fundraising Strategist, Qualitative Research, Human Resource and Talent Management, Grant Writing, Education, Program Planning and Community-Based Service Projects, Sponsored Research, and Government Relations.
- Policy analyst and community advocate with ten years combined experience in policy research, community building, and organizing.
- Organized and hosted large-scale forums and events for governors, policymakers, and community stakeholders.

EDUCATION

Walden University, Minneapolis, MN Doctor of Business Administration Specialization: Leadership & Marketing	2022
Concordia University Chicago, Forest Park, IL Master of Business Administration Specialization: Nonprofit Management	2016
Concordia University Chicago, Forest Park, IL Bachelor of Arts in Organizational Management Specialization: Human Resources	2015

SELECT GRADUATE COURSEWORK COMPLETED

- Ethics and Social Justice
- Seminar in Change Management
- Seminar in Program & Portfolio Management
- Strategy for Innovation & Entrepreneurship
- Tools for Sustainable Community Development
- Business Operations System Perspective in Global Organization

PROFESSIONAL EXPERIENCE

Texas Southern University, Houston, TX Adjunct Professor	January 2017 - Present
<ul style="list-style-type: none">• Teach courses in Branding, Merchandising, Business Portfolio Development, Entertainment Management, Speech Communications, and Publishing and Media for the MLK School of Communication.• Identify goals and monitor students' progress weekly.• Created and developed the curriculum and formulated strategies for the Branding, Merchandising, and Business Portfolio Development courses for the MLK School of Communication.	

- Responsible for planning and coordinating field trips and guest speakers, allowing students to gain practical experience for future endeavors.
- Demonstrate the ability to solve practical problems and interpret various instructions furnished in written oral, diagram, or schedule form.
- Direct career development efforts through coaching and advising students in the MLK School of Communication.

George Wilson Safety Foundation, Paducah, KY

July 2010 - December 2023

Executive Director

- Reporting to the President, oversees the areas of Community Development, Advancement Services, Marketing, Communications, Sponsored Projects, External Relations, and Economic Development.
- Developed and implemented over ten fundraising and marketing campaigns and community outreach annually.
- Effectively expanded marketing and fundraising campaigns, resulting in a 50% increase in revenue generation over five years.
- Led, coached, and developed a volunteer program with a database of 250 team members.
- Assisted with developing and implementing character education and health and fitness programs, resulting in national recognition by the White House Obama Administration and the National Football League.

Keisha's Kreations, Houston, TX

March 2009 - December 2012

Director of Membership Relations & Special Events

- Fostered relationships with executive team members, non-profit organizations, and corporate clients.
- Served as the Creative Director responsible for developing all marketing and advertising campaigns.
- Specialized in contract negotiations for event venues, vendors, radio and television advertisement contracts.
- Overseer of the event design process from conception to completion for all non-profit and corporate events and galas.

William Morris Endeavor, Plano, TX

April 2007 - December 2010

Event & Product Manager

- Planned, organized, and served as an event manager for one of the largest women's conferences in the United States, catering to 10K to 20K attendees weekly.
- Responsible for scheduling and managing all pre-planning meetings with venue and event staff.
- Conducted weekly site visits for concert venues across the country.
- Overseer of \$2M to \$3M weekly product and event budget.
- Served as a product manager for the Oprah Winfrey The Life You Want Tour.
- Responsible for training product sales volunteers and achieving weekly product sales goals.

World Healing Church, Grapevine, TX

September 2006 - March 2007

Event Manager & Media Buyer

- Served as the lead event manager for forty-eight domestic and international conferences, crusades, and special events from conception to completion.
 - Contract negotiator for all newspaper advertisements, radio and television media buys, venues, hotel, catering, and transportation contracts.
 - Served as a liaison between the Director of Events and the Marketing team to execute the final approvals for all marketing materials for all domestic and international events.
 - Responsible for all communications between the Director of Events and the Accounting Department concerning budgeting accounts payable and wire transfers for all events.
-

COMMUNITY ENGAGEMENT AWARD

2011 Presidential Sports & Nutrition Leadership Award - George Wilson Safety Foundation

UNIVERSITY SERVICES

Campus Organization Advisor, Texas Southern University

2018 - Present

- Serve as a mentor to over 60 organization members, assisting them with academic and career planning, job placement, and decisions related to the organization.
- Assist student leaders in the planning, implementing, and operation of any program or activity sponsored by the student organization.
- Observe and evaluate student performance of assigned duties toward accomplishing group goals.
- Help the organization identify its goals and assist members and officers in clarifying their areas of responsibility and related duties.

SPECIALIZED SKILLS

- Microsoft Office Suite, including Word, Excel, PowerPoint, Outlook, and MS Project
- QuickBooks, Access, and People Soft
- Mac Operating System
- Professional Fundraising Training
- Project Management Professional Training
- WordPress, Squarespace, and Facebook Group Administration
- Branding and Merchandising
- Artist Development
- Marketing Strategies
- Market Research
- Product/Services Launches
- Sponsorship & Endorsements
- Social Media Management & Engagement Online Strategy Development
- Digital Media Marketing
- Content Development & Media Buyer
- Full-Service Event Management & Planning Contract Negotiations
- Public Relations Communication Planning Press Releases
- Media Training
- Crisis Management

PUBLICATIONS

Walden University (ProQuest)

Exploring Challenges Nonprofit Organizations Face with Voluntary Employee Turnover

January 2023

Kendall Hunt Publishing

The Art of Public Relations in the Sports and Entertainment Industry

July 2024
