



# TESHERA HULL



INNOVATION



MARKETING



PROFESSIONAL EDUCATION

## CONTACT

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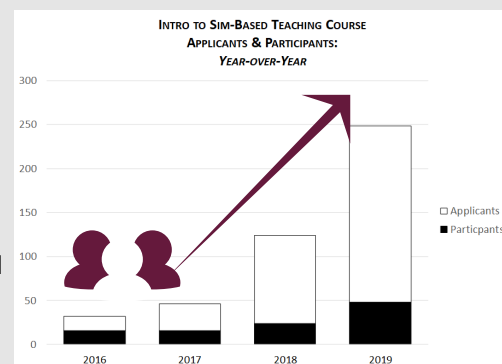
Chicago, IL 60653

## BACKGROUND

Extensive experience conceptualizing, developing and implementing adult education programs, both in-person and online. Teshera has also developed and executed highly rated digital marketing plans that generate awareness. She has a strong knowledge of emerging trends within medical education which lead to innovative solutions. She thrives on creative challenges and builds strong relationships. As a change agent, Teshera is customer-focused while maximizing performance and profitability.

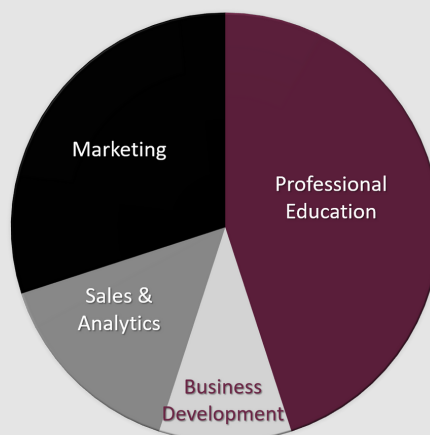
## PROVEN RESULTS

Transformed a program slated for sunset into a premier event for senior surgeons. Once Teshera's innovative digital marketing plan was launched, there was a 50% increase in applications. In 2017, course capacity was expanded 33%. By 2018, her strategic plan increased the number of qualified applicants by 70%. As a result of increasing awareness and demand, course offerings and revenue were increased.



## EXPERIENCE

Digital Portfolio:  
<https://tesherahull.wixsite.com/website/mywork>

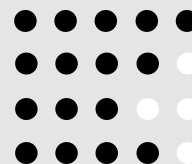


**AMERICAN COLLEGE OF SURGEONS**  
**Division of Education**

**JOHNSON & JOHNSON**  
**Medical Devices**  
**Pharmaceuticals**  
**Consumer Products**

## TOP SKILLS

**Strategic Planning**  
**Competitive Analysis**  
**Digital Marketing**  
**Leadership**



# MORE ABOUT TESHERA



Teshera Hull is a natural connector with an entrepreneurial mindset and talent for executing against an ambitious vision. In her most current role at the American College of Surgeons (ACS), she builds innovative programs and connects learners to these opportunities. Within her first three years at ACS, she led the expansion of a program from piloting into a premier educational experience for senior surgeons and launched two new educational programs. Managing complexity comes easy to her as she leads projects from concept to implementation. In 2019, Teshera earned an Employee Recognition award for her extraordinary contributions to the mission, vision and goals of the Division of Education, over and beyond the call of duty.

Teshera's inherent entrepreneurial spirit has continued to manifest throughout her career as she takes pride and ownership for each of her professional roles as a sales professional, educator and digital marketing expert.

**To her managers:** Teshera is known to be an extremely quick learner who becomes an expert on whatever area she is given to handle. She is a self-starter with the ability to get an incredible amount of work completed efficiently and effectively. Teshera requires very little direction.

**To her colleagues:** She is a team player who is always willing to lend a hand. Whether she is giving advice, helping develop a strategic plan or coming in early or staying late, Teshera quickly becomes one of the "go-to," indispensable members of the team.

**As a leader:** Teshera is known to be intelligent, thoughtful, truthful and collaborative. Her motto is to focus on her team's strengths and lead people from good to great! She leads by example and believes that leaders create leaders; not followers. Teshera knows that the key to innovation is empowering her team and inspiring key stakeholders.

Teshera brings dynamic leadership, educational and marketing experience from both privately and publicly-held organizations such as Johnson & Johnson and the American College of Surgeons. She has also left her mark of entrepreneurship in mid-sized and start-up firms. Managing complexity comes easy to Teshera as she leads projects from concept to implementation. This includes the flawless execution of digital marketing plans, complimented by strategically placed print advertising. Teshera's distinct talent for identifying emerging trends also guides her to uncover and navigate innovative solutions. Teshera thrives on creative challenges while building strong relationships.

Teshera has a passion for education and is a lifelong learner. A first generation college graduate, Teshera earned her Bachelor of Science degree in Business from Pepperdine University, graduating with magna cum laude honors. As an undergraduate, Teshera studied abroad earning international business certificates at the Hong Kong University of Science & Technology in China and Austral Universidad in Buenos Aires, Argentina. She is a lifetime member of Beta Gamma Sigma honor society, an award only bestowed upon the top 10% of business school graduates from the top 5% of business programs worldwide. Her outstanding academic record earned her membership to the Golden Key International Honor Society and Phi Theta Kappa. Most recently, Teshera complimented her business education by earning a Master of Science degree in Communication in the leadership program at Northwestern University.

Most importantly, Teshera cherishes the time she spends with family and friends, especially when traveling, attending festivals and concerts. She enjoys skiing, swimming and bike riding, but going to the spa is her favorite sport! Teshera is also a community advocate.