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## **BOBBY RETTEW, MA**

602 North Street  
Anderson, SC 29621

### **Experience** **Chief Storyteller, Gray Digital Group; Anderson, SC — 2014-Present**

Bobby serves as the Chief Storyteller leading all content development and creation, video production, visual storytelling and photography. Bobby also leads a brilliant group of strategists and analytics experts across a wide-range of Gray Digital Group customers in North Carolina, South Carolina, and Texas. This group includes a team of developers, digital strategist, community managers, and account specialists that create digital and social media custom, business solutions.

*Clients:* Anderson University, Clemson University, Greenville Health System, Homes of Hope, Immedion, Safe Harbor, South Carolina Hospital Association, and The Duke Endowment.

### **Partner, Social Health Institute; San Antonio, TX — 2015-Present**

Bobby is one of three managing partners of the Social Health Institute supporting the business activities and portfolio dedicated to furthering research and partnerships with healthcare organizations around the country. Business activities include:

*THA Digital Marketing:* Joint venture with Texas Hospital Association providing education, training, consulting, and digital services to hospitals and health care systems that want to generate engagement and use multiple social media and digital platforms successfully. Bobby serves as a Digital Strategist.

*Touchpoint.Health:* Podcast network dedicated to discussions on all things healthcare, including digital marketing and online patient engagement strategies, CIO and technology strategies, the challenges of the online physician, and the power of the e-patient. Bobby serves as the Executive Producer and Show Host.

*Digital Health Mini MBA:* Partnership with Clemson University's Center for Corporate Learning offering a six-course certificate series provides a unique approach to deliver thought leadership in the space of digital communication, social media communication, and healthcare business management. Mayo Clinic Center for Social Media provides educational training through this partnership. Bobby is the creator of the Digital Health Mini MBA Certificate Program.

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**Experience** Consultant/Visual Storyteller, BobbyRettew,Ilc; Anderson, SC — 2009-2014  
Partner, VIEW Digital Media; Central, SC — 2008-2009  
Director of Operations, Champion Communications; Greenville, SC — 2007-2008  
Creative Services Producer, WCNC-TV; Charlotte, NC — 2003-2007  
Photojournalist, KPHO-TV; Phoenix, AZ — 1998-2000  
Photojournalist, WSPA-TV; Spartanburg, SC — 1997-1998

**Education** Clemson University, Clemson, SC — 2003  
Master of Arts, Professional Communications  
  
Clemson University, Clemson, SC — 1997  
Bachelor of Science, Mathematics Teaching

**Teaching Experience** 2013-2018. Instructor and Session Leader: New Media and Social Spaces. Mini MBA Professional Certificate Program, Clemson University Center for Corporate Learning  
  
2012, Fall. Adjunct Instructor: Graduate Seminar in Marketing and Digital Strategy. MBA in Entrepreneurship and Innovation, Clemson University.  
  
2012, Fall. Adjunct Instructor: Graduate Seminar in Business Communications. MBA Program, Clemson University  
  
2008-2012. Adjunct Instructor: Undergraduate Seminar in Business Writing. Department of English, Clemson University.  
  
2011, Spring. Adjunct Instructor: Undergraduate Seminar in Executive Leadership and Entrepreneurship III (Hybrid Entrepreneurship). Arthur M. Spiro Institute for Entrepreneurial Leadership, College of Business, Clemson University.  
  
2010, Spring. Adjunct Instructor: Undergraduate Seminar in Technical Writing. Department of English, Clemson University.

**Presentations** 2013-2015. "Intersection of Entrepreneurship and Digital Media." Successful Entrepreneurship sponsored by Serrus Capital Partners.  
  
2014, Fall. "What is 'good' content? What is the DNA of a 'great' storyteller?" Carolina Healthcare Public Relations & Marketing Society Fall Conference 2014.  
  
2013, Spring. "Taking Ownership of Your Media." Connect Conference hosted by South Carolina Public Relations Society of America and International Association of Business Communicators South Carolina.  
  
2017, Fall. "Stroke: Mapping Geographic Personas & Content Consumption." Project by South Carolina Hospital Association and South Carolina Department of Health and Environmental Control. CHPRMS Fall Conference 2017.

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## Honors & Awards

2017. Silver Wallie Award, F.A.S.T. Microsite. Carolina Healthcare Public Relations & Marketing Society.

2013. Golden Tusk Award, SC Mission 2012 Midlands Video. Carolina Healthcare Public Relations & Marketing Society.

2012. Jupiter Award for Exceptional Contributions to the use of Social Media as a Communications Tool. South Carolina Public Relations Society of America.

2008. Midsouth Emmy Award, News Special: "Pain at the Pump". 21st Annual Midsouth Regional Emmy Awards.

2004. George Hayhoe Award for Outstanding Student Performance in Local and International STC Competitions. South Carolina Midlands Chapter, Society for Technical Communicators.

2004. Award of Distinguished and Best of Show: Master of Arts in Professional Communications Recruiting CD-ROM. Online Communication Competition, The South Carolina Chapters of the Society of Technical Communication.

2003, Fall. Awarded Graduate Assistantship: Multimedia Authoring, Teaching and Research Facility (MATRF). Department of English, Clemson University.

2001-2002. Awarded Graduate Assistantship: Clemson University Athletics. Clemson University.

2001. Emmy Award Nomination, "Rodeo Clown". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

2000-2001. Rocky Mountain Emmy Award, Photography-News, Sports and Features-No Time Limit: "In Sooth, Lordship". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

2000-2001. Rocky Mountain Emmy Award, Feature News Story-Hard Same Day: "Live Wires". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

2000-2001. Rocky Mountain Emmy Award, Feature News Story-Hard Same Day: "Back On Track". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

2000-2001. Rocky Mountain Emmy Award, Photography - Spot News: "Warehouse Fire". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

2000, SCBA Star Award, Broadcast News-Feature Franchise Award: WSPA-TV. The South Carolina Broadcasters Association.

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**Honors & Awards** 1999-2000. Rocky Mountain Emmy Award, Sports Reporting Feature: "Showdown". Rocky Mountain Emmy Awards, The Arizona Chapter of the National Academy of Television, Arts, and Sciences.

1999, First Place, Videography and Photography: KPHO-TV. Best of the West Competition.

1999. 1st Place AP Award, General Reporting: WSPA-TV. Associated Press Awards Competition, South Carolina Associated Press Broadcasters.

1999. Honorable Mention AP Award, Photography: WSPA-TV. Associated Press Awards Competition, South Carolina Associated Press Broadcasters.

1998. 3rd Place AP Award, Health/Medical Reporting: WSPA-TV. Associated Press Awards Competition, South Carolina Associated Press Broadcasters.

1998. 3rd Place AP Award, Investigative Reporting: WSPA-TV. Associated Press Awards Competition, South Carolina Associated Press Broadcasters.

1992-1997. Awarded Full Athletic Scholarship: Clemson University Athletics. Clemson University.

**Volunteer Work** **Criminal Justice Coordinating Council, Anderson County**

2018-Present. Vice-Chair

*The Criminal Justice Coordinating Council (CJCC) exists to drive sustainable, data-driven improvements to Anderson County's criminal justice system, thereby improving public safety and community well-being.*

**Children's Trust of South Carolina**

2017-Present. Communications Advisory Committee

*Children's Trust of South Carolina is the only statewide organization focused on the prevention of child abuse, neglect and injury. <https://scchildren.org>*

**Carolinas Healthcare Public Relations & Marketing Society**

2017-Present. Board Member

*Carolinas Healthcare Public Relations and Marketing Society (CHPRMS) provides resources to its membership of employees who work in the ever-changing and dynamic healthcare industry. Our membership is spread throughout the Carolinas and consists of organizations from academic medical centers to independent physician practices.*

**Fort Hill Clemson Club**

2013-Present. Board Member

*The Alumni Association exists to serve friends and graduates of Clemson University. The Fort Hill Clemson Club is a Clemson Alumni Association Club located in Clemson, SC. The Fort Hill Clemson Club is organized by an active board with the main goal to raise scholarship money for local high school students to attend Clemson University.*