

WAKE FOREST UNIVERSITY

Communications and External Relations (CER)



Communications and External Relations (CER) at Wake Forest University is responsible for communicating news, information and stories with the University's many internal and external audiences using multiple mediums. CER is also charged with branding and marketing the University in support of fundraising, undergraduate admissions and institutional reputation.

Under the leadership of Brett Eaton, Vice President of Communications and Chief Communications Officer, the CER team offers strengths in several disciplines, including:

Account Management
Advertising
Brand Strategy
Content Management
Systems
Copywriting
Crisis Communication
Design
Digital Strategy
Event Production

Integrated Marketing
Communications
Internal Communication
Marketing
Media Relations
Management
Newsletter Production
Photography
Print Production
Project Management

Public Relations
Social Media
(organic and paid)
Speechwriting
Storytelling
Strategy Development
User Interface/
Experience Design
Video Production
Website Development



CER TEAM

CER team members contribute professional experiences from a range of industries, including banking, business, the federal government, freelance work, health care, higher education, K-12 education, marketing agencies, public relations, radio, research, newspapers, non-profits, sports, television and travel.

KEY RESOURCES

Key resources that might be helpful in learning more about CER include:

cer.ua.wfu.edu

web.wfu.edu

events.ua.wfu.edu

social.wfu.edu

CONTACT US

We want to hear from you!

Our news team's goal is to create greater awareness of faculty expertise and scholarship and we welcome your story ideas. Send an email to media@wfu.edu.

Visit cer.ua.wfu.edu for assistance with a variety of communication needs, including photography, digital communications, event planning/promotion, and special projects.

STAY CONNECTED

Stay connected to what is happening at Wake Forest by following the University on social media and through important communication channels, including:

Wake Forest News: news.wfu.edu – News from around the University

Inside WFU: inside.wfu.edu – News for faculty and staff

Wake Alert: wakealert.wfu.edu – Primary source of information during an emergency

Wake Forest in the News: To subscribe to the weekly media report highlighting media coverage of Wake Forest people and programs, email media@wfu.edu

Connect with Wake Forest on social media:

 [wfuniversity](https://www.facebook.com/wfuniversity)

 [wakeforest](https://twitter.com/wakeforest)

 [wfuniversity](https://www.youtube.com/wfuniversity)

 [wfuniversity](https://www.instagram.com/wfuniversity)

 [wfuniversity](https://open.spotify.com/user/wfuniversity)

