

Elyshia Brooks, MBA

Charlotte, NC 28262

Mobile: (980) 999-3097 ~ Email: ElyshiaBrooks@gmail.com

Profile

Talented Marketing, Communications and Brand Development / Management Professional, Corporate Trainer and Project Manager with broad services and consumer product in the U.S. and International markets. Strong background in omni-channel strategies including writing, editing, publishing, designing, implementing and executing communications plans. Extensive experience in digital media and marketing. Brand and Business Transformation Consulting

Experience

BRAND EXECUTIVE **BRANDNIQUELY YOU! INC.** **2/16 ~ 7/23**

Define, Develop and Design Brand standards, Corporate Strategy and guidelines for individuals, businesses, and organizations. Plan and manage **brand identity, positioning, vision, mission, awareness and build equity** through **multi-communication and digital channels**. Conceptualize strategic initiatives, marketing and implementation details for campaigns. Oversee and multi-task projects for various clients from brand concept and development into implementation of strategy. Manage all marketing communication activities including: **Product launches, integrated campaigns, trade show strategy and content, journal advertising, public relations, direct marketing, web content, sales support, and customer collateral and multi-media activity.** Brand & Business Transformation Consulting. Freelance Role in Branding, Marketing and Communications.

Provide Training and Employee Engagement to business employees in organization, **Develop training materials and courses and organized training schedules, Deliver knowledge and systems-based training programs; Personal Brand programs and presentations, techniques, concepts and methodologies in both group-classroom dynamics and for individuals as entry-level managers to CEO professionals.** Manage the design, delivery and on-going learning opportunities of corporate training programs in a positive environment. Conduct specific personal and professional development assessments to support the individual's corporate-personal brand to enhance leadership skills and increase promotability.

Provides actionable market research and best practices

Evaluates customer research, market conditions, competitor data, and digital best practices to determine appropriate marketing strategies. Collaborates with stakeholders to optimize use of systems according to best practices. Performs market research and participates in requirements gathering to guide system selections.

Develops digital campaigns and tactics

Collaborates with marketing managers and other functional areas to create and oversee multi-faceted PR, marketing, and outreach campaigns. Creates digital marketing strategies to support fundraising, sales, and event registration goals in alignment with industry best practices. Develops relevant, on-brand social strategies and tactics that support marketing goals and follow best practices. Develops campaigns and tactics that will grow the customer database through digital acquisition tactics including lead generation, marketing automation, drip marketing, SEM, paid ads, social, email, and content marketing.

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Guides format and structure of landing pages for optimized user experience

Develops communication automation and segmentation through data. Fully leverages marketing automation tool for executing, tracking, and managing email and other customer touch-points. Develops and oversees digital strategies that capture and nurture customers along an engagement journey, particularly via email journeys. Collaborates with the Digital Media & Web Developer to optimize the marketing automation tool, create email journeys, and analyze results. **Software: Oracle, Adobe Suite**

Collaborates with marketing team to segment email data and create send lists

Guides quality assurance and optimization. Oversees and optimizes PPC, SEO, the Google Grant, landing pages, and retargeting. Works with Analysts to report on digital marketing campaign performance and budget with an eye for growth and optimization opportunities. Manages website and e-commerce performance, conversions, and user experience. Develops quality assurance processes for emails across multiple devices, troubleshoots and resolves performance issues. **Software: Salesforce, CRM software, PeopleSoft**

DIRECTOR OF MARKETING KREATIVE GROUP INC. 9/05 ~ 1/16

Applied expert knowledge of marketing communications strategies in selecting the precise marketing vehicle for clients (e.g., **advertising, social/digital media, sales promotion, direct mail, interactive marketing, events marketing, brand equity and identity management, sports marketing, corporate sponsorships, events etc.**), and ensures the successful completion of assigned projects.

Managed large complex integrated marketing communications projects and campaigns, using both internal and external resources in cross-functional and cross-geographic teams, and leads program implementation. Work with advertising agencies to develop necessary creative and positioning statements. **Developed, executed and measured results of marketing and advertising programs** through point of sale lead generation, pull through of leads, usage of sales force support materials, and mass media advertising.

Developed and manage program measurement and budget tracking for all marketing programs. Provide significant **P&L supervision, development, planning** and on-going management of budget, direct marketing spend, and **increasing Marketing ROI with impact of 12% to 90% on majority of the campaigns managed.**

Management of key relationships between the other Public Relations, Marketing/Advertising/ Divisional Managers, Multicultural Marketing Advertising Agencies, the General Population Agencies, Merchandising, Store Operations, Operations Support, and Human Resources in corporations, Non-Profit Organizations, and Churches.

Event Planning Management & Media Buying for various corporate, non-profit and ministry clients up to over 7000+ people. Created and designed appealing décor, stage and event layout that captured attention and the client and audience.

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2000-2005 MARKETING SPECIALIST

WACHOVIA BANK

Marketing and managing projects for product lines: Prime Equity Loans and Home Equity Loans. Oversee development, execution, analysis, and reporting of the PEL Statement Channel. Formulate and maintain annual marketing budget of \$15 million for present and future projects.

Initiated and maintained reporting relationships with project stakeholders including team members, peers, managers, customers, vendors and other affected departments to coordinate efforts across multiple business units and ensure continuous efficient management of projects, gathers input and feedback. **Analyze and reports project status and research information, monitors project performance** to maintain the quality services, deliverables, and content.

Collaborated with business units on **customer profiling, segmentation and valuation. Developed data driven solutions to help improve customer acquisition, retention** and cross-sell marketing programs to direct response channels.

Education

Master of Business Administration · Marketing · Strayer University
Bachelor of Science · Marketing · School of Business, Albany State University

Skills

International Professional Speaker, Coaching, Strategic & Tactical Market Planning, Digital Media, Advertising Campaign Development and Execution, Strong Facilitation, and Presentation Skills, Corporate Training, Instructional Design and Learning and Development Expertise, Proficient in Word, Powerpoint, Excel, Visio, SharePoint, Customer Relationship Management, Product and Service Development

Leadership

Member, Delta Sigma Theta Sorority Incorporated; Economic Development, Public Relations Board Member, On Eagles Wings, Human Trafficking

Publications

Published Author, "Branding the Authentic You! (2013)
Personal Brand Intelligence™ eBook / Journal