

ANISSA L. HEXTON

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WORK EXPERIENCE

GRANT THORNTON- Dallas, Texas

January 2023 - Present **Regional/Field Marketing Manager**

- Develops and executes multiple high-impact events and go-to-market strategies across eight key markets in Texas, Oklahoma, Kansas, and Missouri
- Directly manages a Senior Associate and provides mentorship to international team members, enhancing cross-border collaboration and team performance
- Manages multimillion-dollar event and campaign budgets for C-Suite clients and prospects, delivering over \$45M in qualified pipeline and influencing more than \$10M in closed business
- Led the planning and execution of a virtual, national C-suite event for International Women's Day, resulting in a 10% year-over-year increase in attendance and generating over \$35M in new business opportunities
- Develops and implements standardized marketing templates for events using Canva; led training for the Regional Growth Marketing Team to drive adoption and consistency across campaigns
- Curates exclusive experiences and giveaways by partnering with local vendors; negotiates contracts, manages budgets, and cultivates strong vendor relationships to ensure seamless execution
- Cultivates strategic partnerships with organizations like the Private Directors Association, National Association of Corporate Directors, and Institute for Excellence in Corporate Governance to expand community presence and elevate brand visibility
- Co-chair of one of the Dallas office's Business Resource Groups, driving membership growth with over 20 new members and significantly increasing local engagement initiatives

COHNREZNICK- Dallas, Texas

September 2021 - January 2023 **Senior Marketing Specialist**

- Supported the marketing strategy for the Global Consulting Solutions portfolio by developing and maintaining collateral material, including infographics, pitch decks, and sell sheets to highlight services
- Aligned insights from pipeline discussions and campaign performance with active market messaging, opportunities, and CRM reporting
- Managed the social media strategy for the LinkedIn Advisory page, including new brand designs, and shared best practices with senior leadership to drive engagement and build personal brands. Upon managing the page starting in January 2022, the page received an 83% increase in engagement and a 430% increase in content shares.
- Managed full lifecycle of virtual and in-person events, from strategy and execution to ROI reporting, generating over 300 qualified leads and cross-sell opportunities
- Managed operations and strategy for in-person and virtual events, including booth activations, registration and invitations, lead management, and social media for services spanning technology, cybersecurity, real estate, and SaaS verticals

BIOTE MEDICAL- Irving, Texas

July 2019 - May 2021 **Marketing Manager**

- Conducted Business Analytics Reviews with medical providers focusing on their digital presence, including Google, website, and social analytics, leading to an 8.8% increase in YOY procedures and revenue
- Oversaw trade show involvement, including budget management, conference selection strategy, and the creation of pre-event marketing, resulting in a 45% increase in qualified provider leads
- Assisted with the pivot to digital events during the pandemic for prospective and current providers, and created custom reports to determine ROI and engagement
- Assessed best practices, managed communication, and created SOPs for the execution of the activities and initiatives for effective new practice onboarding, resulting in an increase in procedures per clinic in the first 90 days

- Coordinated activities, communications, and speaker presentations for the Sun, Sea, and BioTE annual conference, generating an 11% increase in provider registration and attendance
- Created the BioTE Monthly Newsletter for increased engagement with providers, leading to a 22% open rate and 17% CTR through A/B testing and performance analysis

FORD MOTOR COMPANY - Dallas, Texas

*July 2018 - July 2019 **Sales Zone Manager***

- Covered metro Fort Worth and worked with high-volume dealerships in key customer markets to create targeted marketing campaigns and dealership sales events for crucial vehicle lines
- First to launch the digital shopping experience, Ready.Shop.Go. to create higher lead traffic and increase sales with a 30% close rate
- Utilized partnership with the Dallas Cowboys to create personalized contests and events to increase YOY sales for high-volume dealerships

*July 2017 - July 2018 **Sales and Marketing Specialist***

- Created Texas Balanced Scorecards and regional KPI dashboards to measure the success of a \$30M marketing initiative across multiple product lines
- Created a region-specific competitive report that focused on sales, share, spend, and loyalty/conquest data for Ford and their competitors in key vehicle segments
- Planned the Ford Truck Month Event Kickoff Meeting to include top dealership owners in the strategic planning of the upcoming Truck Month Sales Event for the Central Market Area (Memphis, Houston, Kansas City, Dallas)

*July 2015 - July 2017 **Lincoln Brand Specialist***

- Managed 18 luxury dealership accounts within five different states and achieved a minimum of 5% YOY growth
- Created custom digital campaigns and onsite event activations tailored to the luxury segment, including the launch of the MKX and Continental, to increase brand visibility and customer retention
- Received Best in Show for Catalyst 2016 by creating a customized Lincoln Test Drive experience using algorithms based on height, weight, and preferences of luxury customers

*June 2012 - July 2015 **Parts and Service Zone Manager***

- Collaborated with key dealership personnel to create quarterly customer service events using unique incentives and custom marketing materials
- Created a customized brake, tire, and battery program for select dealers that generated a 5% increase in commodity sales versus prior year
- Worked with dealerships to manage their online brand while utilizing customer reviews and social media management to drive traffic

ABAXIS - Union City, California

*June 2009 - December 2011 **Sales and Marketing Intern***

- Collaborated with the marketing director for the launch of the VetScan i-STAT®1 Handheld Analyzer for blood gas, hematology, and coagulation
- Assisted marketing team with the creation and initiation of the distributor sales promotional program, Abaxis Platinum Program, and program management
- Assisted in organizing Abaxis' presence at the Military Health Systems Trade Show, including booth planning and promotional materials
- Created customer-facing campaigns, such as the Animal Health Online Newsletter and internal sales tools using Marketo and Adobe Creative Suite, supporting early-stage demand generation efforts

EDUCATION

2008-2012 Florida A&M University, Tallahassee, Florida
Bachelor of Science- Business Administration- Marketing

TECHNICAL EXPERIENCE

Microsoft Word, Excel, Publisher, PowerPoint, PowerBI, Dynamics 365, Marketo, Canva, Hootsuite, Salesforce, Asana, Trello, ClickUp

REFERENCES AVAILABLE UPON REQUEST