

ANISSA L. JOHNSON

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WORK EXPERIENCE

COHNREZNICK- Irving, Texas

September 2021-Present **Senior Marketing Specialist**

- Assists in the development and maintenance of collateral material across the Global Consulting Solutions team including infographics, pitch decks, and sell sheets to highlight services
- Aligns insights from pipeline discussions and campaign performance with active market messaging, opportunities, and CRM reporting
- Manages the social media strategy for the LinkedIn Advisory page and shares best practices with senior leadership to drive engagement and build personal brands. Since January, the page has received an 83% increase in engagement and a 430% increase in content shares.
- Manage operations and strategy for in-person and virtual events including booth activations, registration and invitations, lead management, and social media across multiple industries including real estate, technology, SaaS, and renewable energy

BIOTE MEDICAL- Irving, Texas

July 2019-May 2021 **Marketing Manager**

- Project managed a team of 6 people utilizing project management tools Asana and Trello to streamline processes and priorities
- 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, show selection, 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

EXTEND FITNESS STUDIO- Dallas, Texas

March 2019-October 2021 **Social Media Manager**

- Manages all aspects of brand presence, marketing campaigns, and social media interactions daily for a local boutique fitness studio including Instagram, Facebook, and a new studio website
- Creates custom social and marketing for student showcase events, including Facebook Ads and digital teaser campaigns to increase attendance and studio presence in the community
- Launched new branded social media to drive followers and engagement, leading to a YoY 28% increase in followers
- Trained instructors on optimal social promotion utilizing hashtags, videos, and unique content leading to increased class enrollments
- Created a social media strategy to launch a brand new studio space and retain current students with new safety precautions while attracting new students to a new location

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 the Texas Balanced Scorecards to track the progress of a \$30 million marketing initiative
- 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)
- Focused on multicultural metrics and assisted with the implementation of targeted event activations
- Focused on digital Tier III marketing for Ford and competitors and developed comprehensive insights for future contests and incentives

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

- Managed 18 luxury dealership accounts within 5 different states and achieved a minimum of 5% YOY growth
- Designed digital marketing campaigns and custom dealership website marketing to drive brand awareness
- Designed and executed customized dealership events for the launch of MKX and Continental
- Assisted with inventory management and design of lot displays to drive traffic and remove older inventory
- 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
- Became a lead on the Culture Central Committee and created the Culture Central Communicator newsletter to help improve communication and solidarity across all regions

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

- Increased parts and service sales using metrics, forecasting skills, and inventory management
- Worked with dealerships and vendors to increase profitability through marketing initiatives, advertising, and finance
- 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
- Assisted with the training of new hires and interns and achieved Top 25% in the Nation for July, October, and November 2013

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
- Coordinated Abaxis participation in Military Health Systems Trade Show 2011
- Collaborated to create new channel marketing initiatives using demand generation tools
- Created new social media designs and PR campaigns targeting B2C
- Created Animal Health Online Newsletter using Marketo and Adobe CS3

EDUCATION

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

TECHNICAL EXPERIENCE

Microsoft Word, Excel, Publisher, PowerPoint, PowerBI, Marketo, Hootsuite, Salesforce, Zoho One, Canva, Asana, Trello,

REFERENCES AVAILABLE UPON REQUEST