



ANISSA JOHNSON

MARKETING PROFESSIONAL

PROFILE

I have over nine years of experience working with Fortune 500 companies and startups, working with marketing and sales in multiple industries. I have a passion for digital marketing, event management and branding. I capitalize on my knowledge of these subjects to drive traffic and brand awareness in both my current and past positions.

CONTACT

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SKILLS

Word
Excel
PowerPoint
Publisher
Photoshop
Marketo
Salesforce
Zoho One
Hootsuite
Canva
Asana
Trello

EDUCATION

Florida A&M University
2008-2012
BS- Business Administration, Marketing

WORK EXPERIENCE

BioTE Medical, Irving, TX- Marketing Manager

2019–Present

- Conducted Business Analytics Reviews with medical providers focusing on their digital presence leading to an 8.8% YOY increase in revenue
- Coordinates involvement in national trade shows with strong processes and pre-event communications resulting in a 45% increase in qualified provider leads
- Creates the BioTE Monthly Newsletter for increased engagement with providers and staff leading to a 22% open rate and 17% CTR

Extend Fitness Studio, Dallas, TX- Social Media Manager

2019–Present

- Launched new branded social media to drive followers and engagement to generate 28% YoY follower increase
- Helped launch new physical studio space and improved client-retention efforts through new customer experience strategy.

Ford Motor Company, Dallas, TX

2012–2019

Sales Zone Manager

- Launched new digital shopping experience, Ready.Shop.Go, which helped increase close-rate by 30%.
- Utilized partnership with the Dallas Cowboys to create personalized contests and events to increase YOY sales for high-volume dealerships.

Sales & Marketing Specialist

- Created the Texas Balanced Scorecards to track the progress of a \$30 million marketing initiative
- Created a region-specific report that focused on key metrics for Ford and their competitors in crucial vehicle segments
- Focused on multicultural metrics and assisted with the implementation of targeted event activations

Lincoln Brand Specialist

- Received Best in Show for Catalyst 2016 by creating a customized Lincoln Test Drive experience using algorithms based on height, weight, and luxury customers' preferences.
- Became a lead on the Culture Central Committee and created the Culture Central Communicator newsletter to help improve communication and solidarity across all regions.
- Designed and executed customized dealership events for the launch of the MKX and Continental

Parts & Service Zone Manager

- Created a customized brake, tire, and battery program for select dealers that generated a 5% increase in commodity sales YOY
- Assisted with dealership brand management through online reviews and social media

Abaxis, Union City, CA - Marketing

2009–2011

- Collaborated with the marketing director for the launch of the VetScan i-STAT®1 Handheld Analyzer
- Created and managed the Abaxis Platinum distributor sales promotion program