





AKISHA MARCHET EADDY

MARKETING DIRECTOR & MARKETING STRATEGIST



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Seeking a full-time position with advancement opportunities in order to utilize my leadership, marketing, and management experience to further support the goals and objectives to make a positive contribution. Strategic thinker and problem solver with adept ability to secure the investment and action of others in person and through multiple social and traditional media platforms.

SKILLS

- Web Design & Development
- Social Media Management & Advertising
- SEO & SEM (Search Engine Marketing)
- PPC (Pay-Per-Click) Campaigns
- Email Marketing & Automation
- WordPress & Shopify Management
- Project Management & Strategic Planning
- Content Creation & Management
- Google Ads & Analytics
- Events Management & Coordination
- Marketing Automation & CRM Integration
- Market Research & Data-Driven Decision Making
- Branding & Rebranding
- Leadership & Team Mentorship
- Public Relations & Media Outreach

EXPERIENCE

EPILEPSY ALLIANCE FLORIDA

Marketing Director

2022- Present

- Led the development and implementation of statewide marketing strategies that effectively promoted the organization's mission, programs, and services.
- Managed and rebranded the agency's look and feel, ensuring a consistent and impactful brand identity across all communication channels in Florida.
- Created the look and feel for walk campaigns and successfully ran these campaigns, enhancing participation and visibility across the state.
- Oversaw digital marketing efforts, including website, social media, and email campaigns, optimizing strategies for maximum engagement and consistency.
- Produced and coordinated compelling content and public relations efforts, building strong relationships with media and community stakeholders to enhance outreach and visibility.
- Conducted market research and analysis to inform data-driven decisions, ensuring targeted marketing strategies and successful campaign outcomes.
- Provided leadership and mentorship to the marketing team, fostering collaboration and managing performance metrics, while supporting the CEO on special projects.

825 ENTERPRISE

Marketing Director

2018 - 2022

- Oversee company-wide promotional and advertising efforts to drive sales and build brand awareness, managing and executing comprehensive marketing strategies tailored to client needs.
- Develop and approve multi-channel campaigns for B2B, B2C, and non-profit clients, measuring ROI across various advertising methods and optimizing strategies for diverse markets.
- Manage and streamline marketing budgets, reducing costs by optimizing roles, leveraging communication materials, and maintaining strict budget control.
- Establish and grow target market share through strategic product branding, sales forecasting, and innovative marketing techniques.
- Create and maintain the agency's website, ensuring it reflects the brand identity and enhances client engagement, while handling various marketing duties simultaneously and demonstrating strong multitasking abilities.

EDUCATION

KEISER UNIVERSITY

AA Legal Studies
2006

ASHFORD UNIVERSITY

BÅ Education
2012 - 2016

FAMU

Digital Marketing Certificate
2021-2022

EXPERIENCE

ENOVATION BRANDS

Assistant Marketing Director

2015 - 2018

- Participating in planning and implementing marketing strategies globally
- Creating Marketing Plans, designing proposals advertisements, internal communication pieces, and web pages.
- Organizing company events
- Creating quarterly marketing plans
- Design innovative and target collateral to support overall branding objectives
- Assisting in managing a \$1M+ annual budget for adding value programs used to increase revenue.
- Improved performance by 60% by driving initiatives such as marketing performance reports and developing new scoring techniques.

LANCE + LEE PLANNING

Marketing Director

2011-2015

- Developed and implemented marketing strategies for various influencers and non-profits
- Creating marketing campaigns across multiple channels
- Responsible for all aspects of projects, approval channels and procedures, budgeting, campaign analysis, and tracking and monitoring procedures.
- Worked on website mockups, wireframes, page optimizations, and analytics basics back-end interface and social media platforms.
- Managed a marketing budget of \$800k
- Advised clients on the most effective next steps for overall brands and individual campaigns
- Growing site traffic by 65%

WOMENS INTERNATIONAL FILM AND ARTS FESTIVAL

Events and Social Media Marketing Manager

2013-2019

- Developed marketing content such as promotional material and advertisements for social media
- Utilized SEO best practices to increase social programs' visibility and organic growth
- Monitored companies online presence and responded appropriately to posts from customers and filmmakers
- Planned annual film festival
- Arranged accommodations and transportation for celebrities and filmmakers
- Tracked budgeting requirements ensuring the event was within clients' budget.
- Ensuring logistic coordination

MANOR OAKS/MANOR PINES

Admissions & Marketing Director

2006 - 2011

- Marketing to Doctors, Hospitals, and other referral sources in the healthcare industry
- Responsible for updating census
- Responsible for patient admission form & insurance verification

DIGITAL ARSENAL & LEARNING ADVENTURES

Google Suite, Slack, Asana, Notion, Monday, ClickUp, Figma, Various AI programs, Trello, Kartra, Microsoft Suite, Canva genius, Social Pilot, MailChimp, Hootsuite, Buffer, Zapier, Survey Monkey, Google Data Suite, Wordpress, Shopify, Adobe Creative Suite, Google Analytics, Semrush, Midjourney (Newbie Extraordinaire),

Passionate Learner and Avid Reader