



Alisha Bell

New Orleans, LA 

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alishabell.com

I am a marketing professional with over 10 years of experience in marketing and advertising sales. I have managed successful marketing campaigns by planning, directing, and creating creative content across various mediums for industries such as healthcare, legal, and fast food.

In my free time I am invested in mentoring by being an Executive Mentor for Loyola University New Orleans College of Business's Portfolio Program, speaking to upcoming high school seniors as a recurring business panelist for YouthForce NOLA, and attending speaking events for Loyola University's Marketing and Public Relations organizations.

EDUCATION

Bachelor's Degree in Marketing Loyola University New Orleans

New Orleans, LA

Relevant Coursework

- Provided research on free city broadband access to the Mayor of New Orleans by conducting in person surveys of New Orleans residents and creating character profiles for different audiences to understand consumer behavior in regards to Internet use.
- Partnered with StayLocal to provide market research, business operations guidance, and created a marketing campaign for a New Orleans coffee food truck business.

SKILLS

Research, strategy implementation, organic and paid content creation, relationship building, brand development, customer satisfaction management, copywriting, video editing, social media management, Photoshop, branding, psychographics and behavioral analysis, senior leadership and board relationship management, web manager, metrics reporting, product development

WORK EXPERIENCE

Director of Marketing, Chi-Matic Leadership Chi-Matic

09/2022 - 01/2023

(Remote-New Orleans) Verona, WI

Achievements/Tasks

- Created the company's first marketing department where I developed, refined, and executed our company's growth marketing plan. I am responsible for developing Chi-Matic's brand, voice, and positioning in the market.
- I provided training to HR staff on social media management to assist with their recruitment efforts on LinkedIn and training to the VP of Business Development on social media management to increase lead generation through the company's LinkedIn.

Communications Specialist

University Medical Center New Orleans, part of LCMC Health

01/2019 - 09/2022

Achievements/Tasks

- Provide support to the development and implementation of marketing projects in accordance with University Medical Center and LCMC Health's strategic plans through content creation for all company and the CEO's social accounts, writing copy for website service line and nursing recruitment pages, developing and editing company and joint press releases, writing blog posts and social advertisements.
- Manage expectations and relationships within a large, matrixed organization by working with local and national agencies, affiliated medical schools, hospital foundation teams, federal and state government programs, and contract workers on various projects to effectively communicate information internally and externally such as re-branding strategies, brand and service line advertising campaigns, staff communications, crisis communications, clinic operations, and available government health services.
- Analyze external data points from NRC surveys, Google analytics, Act-On, and social media metrics to understand behavior in effort to improve online brand perception, increase MyChart account creation, encourage engagement that led to increase website visits, and build content based off of overall interests.

Awards

2020 Sprout Social Brand of the Year, 2020 Modern Healthcare: Gold, Digital campaign of the year - Physician Directory Redesign Project, 2019 LHA Pelican Award (Internal Event): Brand Launch Day, 2019 PRSA The Anvil Award for LCMC Health Expertly Human Campaign (Integrated Marketing)

Marketing Communications Intern LCMC Health

09/2018 - 11/2018

New Orleans, LA

Achievements/Tasks

- Managed production (design, writing, editing, distributing) of website content, internal and external publications, and other articles and collateral material. Provided support to the marketing team with community outreach and sponsorship activities and employee-related events

Multi-Media Account Executive

WWL-TV - TEGNA (Louisiana's News Leader, CBS affiliate)

07/2016 - 07/2018

New Orleans, LA

Achievements/Tasks

- Created marketing campaigns for local businesses to promote themselves through television commercials, sponsored segments, OTT, email, Facebook, native advertising, online display, pre-roll video, SEO, PPC, and branded social content
- Managed marketing campaigns till fulfillment by providing metrics reports by analyzing campaign data from commercial runs, social advertising, and Google Analytics
- Conducted events with Google and parent/co-companies Tegna, G/O Digital, Premion to help educate local businesses on branding themselves and improving their business through digital mediums