

# LATASHA ANDERSON

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## PROFESSIONAL PROFILE

Marketing and email professional, adept at collaborating with internal stakeholders and external agencies to design and execute customer acquisition and retention campaigns to increase customer engagement. Innovative with a passion for driving brand awareness and product performance through marketing. Identifies opportunities to improve processes, implement new technology, and partner with third-party vendors, resulting in increased efficiency, productivity, and revenue. Leads, coaches, mentors, and motivates team members to hone new skills, improve performance, and achieve company goals for growth and profitability.

## PROFESSIONAL EXPERIENCE

### 2021 TO PRESENT

#### GRAPHIC DESIGNER

BRAND IQ | CARY, NC – *Brand marketing consulting firm specializing in digital marketing.*

Working as a contractual designer providing both print and digital marketing assets for such companies as Dairy Queen and 1<sup>st</sup> Source Research.

- Developing concepts, graphics and layouts for product illustrations, company logos and websites
- Preparing rough drafts of material based on an agreed brief

### JUNE 2012 – JUNE 2019

#### GRAPHIC/ EMAIL DESIGNER AND CREATIVE DIRECTOR

CARROT-TOP INDUSTRIES, INC. | HILLSBOROUGH, NC – *Privately-owned company and one of the largest, independent flag dealers in America, specializing in providing schools, government agencies, institutions, and businesses with patriotic and customized solutions for over 40 years.*

Developed and executed data-driven marketing strategies and campaigns with a strong focus on driving lead acquisition, engagement, and retention to deliver on key business objectives and meet ROI / KPI targets. Defined and drove strategy to increase engagement across all email and newsletter streams including new products/features, introductions, onboarding, transactional messages, promotions and (re) engagement. Drove continuous improvement initiatives aimed at improving performance and deepening customer relationships through email and print communications. Developed both retention and trigger-based campaigns driving customer engagement and revenue. Identify opportunities to enhance audience, timing, and cadence to improve efficiencies and performance of campaigns.

- Supports the day-to-day project workflow for Personalization & Email initiatives
- Creates, coordinates, and maintains project timelines and schedules
- Works in partnership with business stakeholders and creative teams to develop strong CRM campaigns that deliver a strong customer experience

- Plan and execute ongoing testing (layout, format, frequency, copy, etc.) to continuously improve email performance
- Communicates project schedule, requirements, and status to colleagues and stakeholders
- Responsible for creating and sharing meeting agendas, as well as the distribution of follow-up notes and action items
- Enable service platform business users to perform tasks more efficiently by providing training and creating documentation of new and existing processes and enhancements

**APR 2012 TO JUL 2017**

### **GRAPHIC DESIGNER**

TELIT | RALEIGH-DURHAM, NC – *Twenty-year pioneer and leader in enterprise-grade Internet of Things (IoT) products and software.*

Worked as a contractual designer providing both print and digital marketing assets such as banners, posters, and web graphics for company conferences and trade shows.

- Communicating with clients to determine their requirements and budget
- Working with clients and advising them regarding design style, format, print production and timelines

## **EDUCATION**

**JUNE 2011**

**BACHELOR OF FINE ARTS IN GRAPHIC DESIGN**, ART INSTITUTE OF RALEIGH-DURHAM | DURHAM, NC

- Member and scholarship winner of AIGA Raleigh
- GPA: 3.6/4.0

## **SKILLS & EXPERTISE**

- Audience Identification & Segmentation
- B2B/B2C Marketing
- Behavioral Marketing Automation
- Brand Management
- Customer Journeys
- Digital Marketing
- E-commerce
- Email Marketing
- Exhibit Design
- Marketing Research and Strategy
- Omni-Channel Marketing
- Reporting
- Testing
- Web Design
- Adobe Creative Suite
- Bronto/Oracle
- Budgets
- Coaching | Mentoring
- Cross-Functional Team Leadership
- Graphic Design
- Information Design
- Mailchimp
- Microsoft 365
- Microsoft Office Suite
- Performance Management
- Project Management
- Supervision
- Vendor Relations/ Management