

TELISHA ROBERTS

PROFILE

Consumer-focused leader, with a passion for **consumer insights-driven** marketing. Driven by key consumer insights and thoughtful strategic planning to support brand and business objectives for multiple brands to include VUSE, Newport, Grizzly, Camel, and Pall Mall.

CERTIFICATIONS

Certified Digital Marketer

CONTACT

140 Forest Glade Rd.
Winston Salem, NC 27107

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COMMUNITY BUILDING PASSION FOR CAREER DEVELOPMENT

Leads career development programs to high school and college students to address the gap between the needs of the business community and how future talent is prepared for careers to expand career success outcomes and economic opportunity.

EDUCATION

Doctor of Business Administration, Strategy & Innovation Capella University, Minneapolis, MN	Dec. 2018
Master of Business Administration, Marketing Keller Graduate School of Management, Downers Grove, IL	Dec. 2011
Bachelor of Interdisciplinary Studies 2008 Winston Salem State University. Winston-Salem. NC	May

WORK EXPERIENCE

SR. MANAGER CONSUMER BRAND MARKETING

Reynolds American, Inc.
Winston Salem, NC

Brand Building - Strategy & Development

Jan. 2021 – Present

- Leads the consumer insights research planning for new specialty products.
- Leads the white paper concepting and product development of new specialty products.
- Collaborates with cross-functional teams, New Product Development, New Product Initiatives, Marketing Insights, and Commercialization to bring insights-driven specialty products to life.
- Creates commercialization and channel plans for new product development.
- Creates digitally-focused communication plans that align to consumer journey mapping to drive product engagement.
- Manages \$9M VUSE brand budget to support marketing and commercialization plans.

Media Planning and Digital Marketing

Oct. 2018 – Jan. 2021

- Led the creation and management of a \$60M national and focus markets brand media plan, maximizing reach and frequency, to drive key VUSE brand goals and objectives.
- Led the successful development of consumer journey focused media plans that drove 15%+ increases in quarterly reach and frequency goals while delivering marketing investment efficiencies.
- Led the creative development of TV, CTV, radio, GSTV, print, retail, out-of-home, digital, and custom content that aligned to brand awareness and engagement targets.

TELISHA ROBERTS

WORK EXPERIENCE CONTINUED

Experiential Marketing Programs and Specialty Packaging Development

Jul. 2014 – Oct. 2018

- Led the creation of a Newport brand Consumer Social Listening platform to gather in-market consumer insights to drive brand campaign development and increased brand and product engagement.
- Led the creation of consumer programming aligned to brand sustainability programs to drive brand equity and consumer engagement.
- Led the strategy and development of digital forward consumer promotions resulting in a 130% increase in consumer engagement during promotional period, with 10% increase in competitive engagement YOY.
- Led internal teams to drive key touchpoint support to elevate consumer engagement.
- Led the creation of a pipeline of integrated experiential promotions with key engagement objectives to align with Newport brand awareness and engagement objectives.
- Led the development of a communications calendar to ensure cohesive messaging across all channels.
- Led the creation of specialty packaging to increase brand equity.
- Led the development of Newport specialty pricing/promotional packaging.

LEAD MANAGER. BRAND MARKETING

Website Development/APP Development and UX Design

Aug. 2013 - Jul. 2014

- Led the re-design of brand website leading to increased product engagement and user-friendly online experiences.
- Managed the collection, synthesis, and analysis of web performance and engagement tracking data, establishing key performance indicators that aligned to brand engagement goals.
- Managed touchpoint development for digital marketing campaigns to include direct mail, email, and APP development.
- Created net new touchpoint pricing integration strategies.

ADMINISTRATIVE COORDINATOR

Regulatory Affairs Administrator

- Responsible for regulatory timely reporting to federal and state regulatory agencies.
- Responsible for the collection and distribution of regulatory reporting requests.

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