

TELISHA ROBERTS, DBA

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PROFESSIONAL SUMMARY

A performance-driven leader, successful at building strong brands, teams, and market-leader consumer products. A creative, solutions-driven marketing professional who takes decisive actions in fast-paced, ambiguous environments for seamless speed-to-market solutions. Ability to drive results in competitive industries through building effective teams that can manage tight timelines and ambiguity. Identified as a transformative leader who inspires high-performing teams through authenticity, responsibility, and performance. A highly collaborative strategist with the ability to connect the dots and lead multiple stakeholders toward a shared goal.

CORE COMPETENCIES

Community Development • Strategic Partnerships • Brand Strategy Development
Insights Research • Performance Metrics/Data Analytics
P&L/Budget Management • Certified Digital Marketer • New Product Innovation/Initiatives
Integrated Marketing • Channel Strategy • Agency Management

PROFESSIONAL EXPERIENCE - MARKETING

Business High Point – High Point Chamber of Commerce – High Point, NC

2024 – present

Executive Director THRIVE High Point

Drive the success of the THRIVE entrepreneurship initiative and foster a robust entrepreneurial ecosystem in High Point, NC.

- **Define Clear Goals and Objectives:** Work closely with stakeholders to establish clear goals and objectives for THRIVE High Point. Expand on the current entrepreneurial ecosystem and drive economic growth in the community.
- **Develop Comprehensive Programming:** Design and implement comprehensive programming that addresses the needs of minority-owned and women-owned businesses in High Point. This includes training workshops, coaching sessions, counseling services, networking events, and access to resources and funding opportunities, tailoring programming to provide practical support and guidance that helps entrepreneurs start, grow, scale, and sustain their businesses successfully.
- **Forge Strategic Partnerships:** Collaborate with local organizations, businesses, educational institutions, government agencies, and community leaders to forge strategic partnerships. These partnerships help amplify the impact of THRIVE High Point by leveraging resources, expertise, and networks to better support THRIVE businesses and drive collective action toward shared goals.
- **Measure Impact and Success:** Implement mechanisms to measure the impact and success of THRIVE High Point initiatives. Track key performance indicators such as the number of businesses served, jobs created, revenue generated, and community engagement metrics. Use data and feedback to evaluate the effectiveness of programming, identify areas for improvement, and make data-driven decisions to optimize outcomes.
- **Advocate for Policy Change:** Advocate for policies and initiatives that support minority-owned businesses and foster an inclusive entrepreneurial ecosystem in High Point. Engage with policymakers, advocate for equitable access to resources and opportunities, and champion initiatives that promote diversity, equity, and inclusion in entrepreneurship.

Reynolds American, Inc. – Winston Salem, NC

2000 – 2024

Consumer Brand Marketing (2018 – Present) Senior Manager

- Drove the development of consumer insights-driven new product innovation and bottom-of-funnel loyalty initiatives.
- Led consumer insights research plans to identify new market opportunities and track effectiveness.
- Developed commercialization and channel plans to drive in-market effectiveness.
 - Created five new product innovations in 2022 that drove a 15% increase in competitive engagement.
 - Developed marketing plans that drove a 20% increase in awareness.

- Transformational leadership – Led team of three direct reports on top-of-funnel marketing activities that support new product initiatives to drive consumer awareness and loyalty.
- Led internal cross-functional teams (Finance, Revenue Growth Management, Legal, Public Relations, Activation)
- Analyzed consumer insights to develop product concepts from ideation to commercialization.
- Presided over new product initiatives development processes from concept to shelf, diving deep into insights, evaluating an existing portfolio, demonstrating the ability to monitor in-market trends, and meet market needs.
- Led four cross-functional external teams and managed multiple external agencies.
 - Saved 1.5M in budget spend by creating agency synergies.
 - Decreased project timelines by avg 1.5 weeks by creating weekly agency roundtable discussions.

Brand Building, Media Planning, Digital Marketing (2014 – 2018) Senior Manager

- Led the development of robust brand media plans.
 - Led the development of \$13M to \$60M segmented media plans that drove strong digital brand presence generating 15+% increases in prior year media impressions and a research-validated increase in consumer engagement within targeted consumer audiences and competitive consumer groups.
- Led relevant creative development and go-to-market execution plans of TV, CTV, radio, GSTV, print, retail, digital, out-of-home, and custom web content that aligned with consumers. Led cross-functional teams to create KPIs that align performance with brand strategies and objectives.
- Managed the development of E-commerce campaigns that aligned with overall integrated marketing calendars.

Experiential Marketing Programs & Specialty Packaging Development (2010 – 2014) Lead Manager

- Led the development of integrated programs and campaign development.
 - Created the portfolio’s first VOC platform designed to garner in-market consumer insights that drove the development of the brand’s first limited-time packaging execution and supporting digital engagement programs.
 - Drove 130% increases in consumer engagement during key promotional periods to include 10+% increases in competitive engagement YOY.

Website/APP Development & UX Design (2006 – 2010) Manager

- Led website re-design design and UX strategies and creative development that drove 20% increases in digital product engagement.
- Established digital KPIs aligned with brand engagement goals by collecting, synthesizing, and analyzing overall web/email/app performance and tracking key data.
- Led the support of national brand campaigns by creating direct mail and email programs and designed targeted consumer journeys and segmentation strategies to support engagement targets.

EDUCATION & PROFESSIONAL CERTIFICATIONS

DBA (Doctorate Business Administration) – Strategy & Innovation	2018
Capella University – Minneapolis, MN	
Certified Digital Marketer	2020
eCornell	