

SUMMARY

An experienced leader and expert strategist, Alexis Combs McCoy has enjoyed a successful, 20-year career in marketing and communications. Along with a background in creative design and a talent and passion for building strong brands, I have a proven track record for developing and leading innovative, data-driven marketing strategies and building successful marketing operations that deliver business impact and growth.

AREAS OF EXPERTISE

- Chief Marketing Officer
 - Brand & Business Visionary
 - Strategic Planning
 - Digital Marketing
 - Advertising
 - Media Relations
 - Analytics
 - Budget Management
 - Sponsorship & Fundraising
 - Product Dev. & Launch
 - Creative Design
 - Community Engagement
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EXPERIENCE

OWNER/CONSULTANT

June 2018 - Present | McCoy Marketing Communications | Nashville, TN

Independent consultant providing comprehensive marketing and communications services for a select group of clients, developing and executing strategic plans to ignite sales growth, increase revenue, and grow brand strength.

DIRECTOR OF MARKETING & COMMUNICATIONS

March 2016 - June 2018 | Adventure Science Center | Nashville, TN

Executive team member reporting directly to the CEO. Directed all marketing/PR operations; developed organizational initiatives; and acted as primary spokesperson and media liaison. Hired new marketing talent, decentralized decision-making responsibilities, and instituted tracking and measurement of all marketing/PR campaigns.

- Drove 12% increase in overall annual visitation and 11% increase in out-of-state visitors
- Moved science center up from #4 to #3 top-rated attraction in Nashville (Nashville Business Journal)
- Earned 71 % increase in Facebook followers and a doubled avg. engagement rate of 4.2%
- Secured first-time placements in top tier media (The New York Times, Time Magazine, USA Today, & Travel + Leisure)
- Directed website redesign resulting in a 28% increase in online sales
- Led production of science center's first TV series, earning high ratings on WSMV Channel 4
- Led first participation in HCA's 2017 Hackathon, winning 2017 Hacker's Choice Award
- Developed and directed award-winning marketing/PR campaign for Music City Eclipse Science Festival & Viewing Party resulting in over 17,000 attendees and PR valued at over \$17 million dollars in ad equivalency
- Secured live onsite reporting by CNN, CBS Today Show, NBC Network News, BBC World, Space.com, & Nat Geo
- Developed inter-departmental project teams, improving organization-wide productivity and communication

SENIOR PARTNER

September 2013 - February 2016 | Found Feather Communications | Nashville, TN

Identified business opportunities and nurtured client relations. Developed and managed strategies for top tier agency clients, working with business executives to prioritize goals, implement strategies, and measure the outcomes and value of marketing and PR against stated business imperatives. Directed marketing and integrated communications: all aspects including internal, external, web, and social media. Planned and activated promotional events. Served as media spokesperson managing client media relations.

- Acquired 12 new top tier client accounts and numerous new project contracts within the first year, resulting in a 28% increase in agency revenue and a 63% increase by February 2016

CHIEF MARKETING OFFICER

August 2011 - September 2013 | Hunt Psychiatric Innovations | Nashville, TN

Developed and directed marketing and sales initiatives within a healthcare technology business. Led strategic planning for revenue retention and growth. Oversaw marketing and digital sales strategies for the company's mobile and desktop applications, using data to drive insights and increase revenue. Identified and developed new business opportunities within the healthcare industry, driving business growth and innovation. Acted as media spokesperson and brand manager.

LEAD BRAND STRATEGIST

January 2010 - August 2011 | Hunt Psychiatric Innovations | Nashville, TN

Designed successful brand strategy and marketing campaign to launch first-to-market mobile medical applications and HIPPA-compliant physician-accessible back-end data platform. Managed product development from initial concept to beta testing including developing user stories, reviewing specifications, and tracking progress with contracted developers. Developed segmentation; competitive analysis/market intelligence; lead generation; pricing; promotions; and budgets. Created layout and visual designs for mobile technology products as part of an executive team using agile methodologies to promote evolutionary development, early delivery, and continuous improvement.

INDEPENDENT MARKETING & COMMUNICATIONS CONSULTANT

May 2004 - December 2009 | McCoy Creative | Nashville, TN

Successfully developed, managed, and executed marketing and communications plans and creative designs for small business and nonprofit clients.

EXECUTIVE DIRECTOR

May 2002 - April 2004 | Public Theatre of Kentucky | Bowling Green, Kentucky

Directed artistic and administrative operations and presenting at a non-profit semi-professional theatre company and operation and management of its 147-seat theatre building.

EDUCATION

1994 - 2001 | Western Kentucky University | Bowling Green, KY

B.A. in Theatre and Communications, Minor in Creative Writing and Psychology

1993 - 1994 | Randolph-Macon Women's College | Lynchburg, VA *(transferred to WKU after freshmen year)*

RECENT AWARDS

2018 Award of Excellence for a Marketing Campaign

Tennessee Association of Museums

Music City Eclipse Festival and Viewing Party Marketing Campaign

2018 Award of Excellence for a Publication (Press Kit)

Tennessee Association of Museums

Music City Eclipse Festival and Viewing Party Press Kit

2018 Award of Excellence for a Special Event

Tennessee Association of Museums

Music City Eclipse Festival and Viewing Party

2018 Award of Excellence for a Publication (Book/Catalog)

Tennessee Association of Museums

Learning Expedition Guide for Teachers

2018 Award of Excellence for a Publication (Annual Report)

Tennessee Association of Museums

2016-17 Adventure Science Center Annual Report

2018 Award of Commendation for a Specialty Item

Tennessee Association of Museums

Eclipse Viewing Glasses

2018 Award of Commendation for a Permanent Exhibit

Tennessee Association of Museums

Virtual Reality Studio

Member of the American Marketing Association (Nashville)