

ALEXIS COMBS MCCOY

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SUMMARY

Alexis is a dynamic marketing executive with a passion for shaping and communicating powerful brand messages and experiences. Along with 16 years in the marketing and communications industry, Alexis has a proven track record for successfully managing clients, brands, and creative teams; cultivating new business opportunities; and using data-driven insights to develop innovative strategies that drive revenue and growth. She is a skilled communicator and experienced leader with a talent for building high-functioning teams and operations. Alexis is expert in using traditional and digital marketing tools and channels and customer research to reach target audiences. Alexis has a forward-thinking and disciplined approach and thrives in a creative, collaborative company culture that encourages professional development and rewards innovation.

PORTFOLIO / CASE STUDIES: www.AlexisCombsMcCoy.com LINKEDIN PROFILE: www.linkedin.com/in/AlexisCombsMcCoy

AREAS OF EXPERTISE

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

SENIOR MARKETING COMMUNICATIONS CONSULTANT

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

Deliver expert marketing and communications services to client organizations of varying sizes and industries. Develop and execute targeted marketing, advertising, and communications strategies, employing full range of traditional and digital marketing and advertising tools, tactics, and channels. Grow and manage brands, media relations, and events, executing strategic plans to ignite sales growth, increase revenue, and grow brand strength.

DIRECTOR OF MARKETING & COMMUNICATIONS

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

Executive team member reporting directly to the CEO.

- Developed and directed award-winning eclipse marketing and PR campaign that earned PR valued at over \$17 million dollars in ad equivalency and attracted over 17,000 attendees to the Eclipse Festival & Viewing Party
- Secured live onsite eclipse reporting by CNN, CBS Today Show, NBC Network News, BBC World, the Weather Channel, Space.com, and Nat Geo
- Directed website redesign that optimized user experience, SEO, lead capture, and brand strength and drove a 28% increase in online sales
- Drove a 41% increase in share of voice, a 12% increase in revenue, and an 11% increase in out-of-state visitors by developing and directing internal and external brand refresh campaign and instituting new, targeted advertising strategies and analytics tracking and evaluation
- Increased science center's 2018 ranking from #4 to #3 top-rated attraction in Nashville (Nashville Business Journal)
- Increased average Facebook engagement rate by 200% and number of Facebook followers by 71%
- Led first-time participation in (and won) HCA's 2017 Hack for the Community and led production of science center's first TV series, earning high ratings on WSMV Channel 4 and expanding reach to thousands within broadcast area
- Drove innovation and Increased organization-wide collaboration and productivity by introducing inter-departmental project teams

SENIOR PARTNER

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

- Acquired 12 new top tier client accounts and numerous new project contracts, driving a 28% increase in agency revenue within the first 12 months and contributing to a 63% increase in revenue by February of 2016
- Developed and directed successful marketing and PR strategies and brand initiatives for top tier agency clients, regularly exceeding marketing goals by an average of 18%; worked with business executives to lead strategic planning, prioritize goals,

implement strategies, and use tracking and analytics to measure outcomes and value of marketing and PR against stated business imperatives

- Acted as primary brands specialist and creative director and managed all aspects of client marketing and communications, including internal, external, advertising, media relations, web, and social media. Planned and activated promotional events.

CHIEF MARKETING OFFICER

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

- Successfully led marketing and sales strategies and operations and managed brand for a growing healthcare technology business with a focus on mobile applications for providers and patients
- Conducted market and audience research and developed and oversaw digital marketing and sales initiatives that drove a 34% increase revenue and an 18% increase in customer satisfaction ratings;
- Increased productivity and streamlined marketing operations by implementing use of automated marketing tools and sales software

LEAD BRAND STRATEGIST

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

- Developed and executed 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

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

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

EXECUTIVE DIRECTOR

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

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

Bachelor of Arts (BA) in Theatre and Communications

Minor in Creative Writing and Psychology

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

Randolph-Macon Women's College | Lynchburg, VA | 1993-1994

(Transferred to WKU after freshmen year)

RECENT AWARDS

2018 Award of Excellence for a Marketing Campaign

Tennessee Association of Museums

Music City Eclipse Festival & 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

