

CLARISSA J. PAYNE
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SUMMARY OF QUALIFICATIONS

Accomplished business leader with demonstrated ability to develop and drive strategic plans and manage all facets of marketing & sales operations. Exceptional track record for leading successful marketing campaigns and messaging from concept to completion. Skilled in developing effective processes, leading cross-functional teams, and empowering businesses with tools and resources to increase revenue.

NOTABLE ACCOMPLISHMENTS

- Developed marketing strategy and then outlined specific annual and quarterly actions needed to meet our goals. Led grass roots marketing initiatives for (originally small) organization helping to consistently achieve year-over-year double-digit growth to become a multi-million-dollar leader in the market.
- Drove multi-channel new product launches, gaining as much as 25%+ market share in the first year.
- Initiated and executed social media marketing strategy and managed ongoing digital campaigns. Achieved page 1 Google rankings for several product lines.
- Managed ongoing lead generation programs, working with sales to coordinate follow-up initiatives to grow our client base and brand awareness.
- Created highly successful User Group Programs and Client Appreciation Initiatives contributing to 98% client retention and satisfaction ratings.
- Developed and drove successful marketing campaigns and initiatives, working closely with product development and sales to increase product awareness and sales revenue.

SPECIALIZED SKILLS AND EXPERTISE

- Salesforce
- Pardot (Marketing Automation)
- Google Analytics
- WordPress
- Advanced Microsoft Office
- Facebook and Google Ads
- Social Media Platforms
- Digital Marketing - SEO/SEM
- Copywriting

PROFESSIONAL EXPERIENCE

Payne Limited – Marketing Services

2018 to Present

Marketing Coach/Owner

- Deliver marketing and management services for small- to medium-sized businesses, helping clients develop a marketing plan, create messaging and brand awareness, and generate leads.
- Develop and execute digital marketing campaigns including social media marketing, online advertising, email marketing, and web content updates.
- Create product collateral, manage webinars, and coordinate conferences/events.
- Set up and organize CRMs and databases including Salesforce, Pardot, Infusionsoft, etc.
- Provide strategic marketing consultation to help develop budgets, resource allocation, and effective processes.

PROFESSIONAL EXPERIENCE (Continued)

SPH Analytics (Formerly The Myers Group) - Healthcare Technology & Analytics **2004 to 2018**

Sr. Marketing Programs Director

- Developed and drove marketing campaigns and programs, generating leads and increased sales.
- Managed digital marketing initiatives including social media calendar, posting, online ads, email marketing, SEO, and content creation and curation.
- Set up and maintained back-end lead generation programs, creating forms, tags, follow-up actions, etc.
- Worked closely with Sales and Product Development to launch products and drive follow-up sales initiatives.
- Created content and managed website pages, blog content, and editorial calendar.
- Managed Salesforce and Pardot to facilitate campaigns, testing, reporting, and analysis.

The Myers Group (Purchased by SPH Analytics) - Healthcare Research & Analytics – 2004 to 2015

Director, Marketing Services (2011 to 2015)

- Developed and executed strategic digital marketing campaigns, increasing revenue and market share.
- Wrote and managed website content strategy including SEO, product pages, blogs, lead generation.
- Developed and implemented social media marketing strategy and corporate social media policy.
- Drove cross-functional initiatives, working closely with sales, product management, and executive team - managing people, processes, and timelines.
- Coordinated onboarding, customization, and training of new Salesforce platform.
- Managed marketing budget and expenses.

Sales and Marketing Manager (2010 to 2011)

Marketing Manager (2007 to 2009)

Sales Executive (2005 to 2007)

Contracting and Proposal Manager (2004-2005)

HONORS AND AWARDS

- Leadership Excellence Award, Atlanta Healthcare Businesswomen's Association
- Employee of the Year Award, The Myers Group
- 110% Award for going *Above and Beyond*

EDUCATION AND TRAINING

- Bachelor Degree in Marketing, University of West Georgia
- Web Design Certification - Webmaster Track, Emory University
- Certified Social Media Strategist, SMMU