

# ALYSSA F. STAATS

2005 WESTRIDGE DRIVE, PLANO, TX 75075

214-564-4756 | STAATS.ALYSSA@GMAIL.COM | LINKEDIN.COM/IN/ALYSSAFS

## CERTIFICATIONS

### Certified Recruitment Marketer

(Jan. 2018)

### Hubspot Inbound Certification

(Jun. 2017)

### Google Analytics Platform Principles

(Mar. 2014)

## SKILLS/SOFTWARE

### Advanced:

Adobe Creative Cloud, Typekit

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Stock, Shutterstock

MS Office Suite

Hootsuite

Buffer

Email Marketing

Social Media for business

Blogging

Verbal/Written Communication

AP Style

Public Relations

Crisis Communication

### Intermediate:

SiteCore CMS

BrightEdge SEO

Hubspot Marketing

Google Analytics

Hubspot Analytics

Pinnacle Video Editing

Shopify eCommerce platform

Glassdoor Employer, Indeed

Wordpress

HTML/CSS

TPS/5S/Lean/Six Sigma

### Familiar:

Eloqua

BusinessWise Drip

Microsoft Sharepoint

MediaValet (DAM)

Cosential CRM

Oracle CRM

## SUMMARY

A well-rounded marketing-communications professional with the ability to work independently or lead multi-departmental teams to achieve real results. Equal parts data-minded, sales enablement, and creative for industries including B2B industrial and A/E/C.

## EXPERIENCE

### Malin - A RAYMOND Company (Oct. 2017 - current)

*Malin is a 28-year Dealer of Distinction for the Raymond Corporation, a wholly-owned subsidiary of Toyota Industries*

#### Marketing Associate (head of marketing/communications) (Oct. 2017- current)

- Assist in leads development and market research for strategic sales and market penetration, including attack and defend accounts
- Implement social media and digital recruiting platforms, including daily management, launch, and growth: Facebook, Instagram, Twitter, LinkedIn, YouTube, Glassdoor, Indeed, Kununu
- Lead marketing aspects of Talent Acquisition Campaigns for technicians and sales associates
- Create programs and messaging directly with C-suite and executive stakeholders
- Held ownership of corporate key strategy of developing a strong sales-enabled culture
- Led cross-functional teams to achieve various projects: new collateral for Parts department, tech identification badges, training materials and certificates, and account-based materials
- Fully manage marketing collateral library with 5S (Toyota Production System) organization
- Fully manage promotional inventory including ordering, budgeting, and tracking
- Manage local and regional campaigns for Raymond product launches through digital campaigns, including website, social media, direct mail, email marketing, and tradeshow/expos

### TDIndustries, Inc. (TD) (Sept. 2014 - Oct. 2017)

*TDIndustries is the largest mechanical (HVAC) and plumbing engineering, construction, and service contractor in Texas with 21-years on the Fortune's 100 Best Companies to Work For list*

#### Digital Content Marketing Specialist (Mar. 2017 - Oct. 2017)

- Generated 131 recruitment leads through Hubspot platform in 3 months
- Assisted business development with content marketing campaigns including marketing strategy, presentations, ads, tradeshow/expos, collateral, and blogging/articles
- Development and execution of content marketing campaigns: Recruitment, Digital Sound Technology (exclusively license diagnostic tool), cooling tower water evaporation credits, external Safety Week, Government Cooperative Purchasing Programs
- Created and managed digital and print versions of 38 collateral pieces for all of TD's vertical markets and business offerings
- Managed full corporate website redesign, including all web copy writing, SEO, and design direction with agency support
- *A Partnership of the Spirit* book (71 years of company history) - edited, gathered assets, managed production, and developed internal campaign for rollout
- Launched and manage TD's first social media networks, in some cases securing suspended accounts or imposter accounts, using organic growth: Facebook Pages (one corporate and 7 subpages for individual offices), Twitter, LinkedIn Company and Showcase pages, Instagram
- Monitor company reputation and assist with crisis communications or media relations as needed
- Owner/SME on 200+ technical documents in company Wiki system (TDWiki)

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## EDUCATION

**BBA Marketing, Cum Laude** -  
University of Texas at Arlington  
(UTA), Dec. 2010

**High School Diploma** - School  
for the Talented and Gifted (TAG  
Magnet), May 2005

## ASSOCIATIONS/COMMUNITY

**TEXO Women's Forum**  
Steering Committee

**Int'l Association of Business  
Communicators (IABC)**

**TDIndustries Diversity Council**  
Executive Council

**Delta Sigma Pi, Zeta Mu  
Chapter**  
Alumni Achievement  
Alumni Advisor  
Collegian of the Year Award  
Chapter President, SVP, and  
Pledge Class President

**Alpha Lamda Delta**  
University Honors Society

## EXPERIENCE

### **TDIndustries, Inc. (continued)**

#### **External Communications Specialist (Sept. 2014 - Mar. 2017)**

- Wrote and assembled award submittals.  
*WINNING AWARDS:* 2014 LUNA award: Terri Covert; 2014 AGC/Willis 1st place Construction Safety Excellence Award (CSEA); 2014 ABC National EIC Pyramid - Parkland CUP; 2015 AGC/Willis 2nd place CSEA; 2015 TEXO Distinguished Building Awards for Sundance Square Plaza and UTSW Clements University Hospital; 2015 Dallas Business Journal Who's Who in Energy: Ken Scheepers; 2015 ABC C. Texas Eagle - UT Tower (UT FY 11); 2016 ASA North Texas Subcontractors Award; 2016 ABC S. Texas Eagle - One Frost
- Developed and executed company rebranding of corporate tagline including trademark protection, tradeshow collateral and retractable banners, website, brochures, and style/branding guide
- Assisted in management of enterprise vendor relationships including selection, budgeting, and strategy of external PR agency, FedEx Office, web design agency
- Laid out, wrote, edited, and managed mailing of *TDSpirit* company magazine (10,000 print subscribers and 500 email subscribers)

### **Archetrend.com online boutique - Owner/Entrepreneur (Aug. 2012 - Sept. 2014)**

*Archetrend was a self-launched B2C eCommerce store, evolved from experience in fashion*

Sole proprietor of store performing tasks from digital marketing, influencer management, accounting, inventory sourcing, shipping, promotion, pricing, and webstore coding

### **The Fashion Lens blog - Founder/Blogger/Editor (Dec. 2010 - Mar. 2013)**

*A personal blog that became a full-time source of income via partnerships and sponsors*

Self-employed blogger and social media influencer using new media to promote new products, companies and live events related to fashion, beauty, and lifestyle. Utilized display ads, affiliate marketing, blogging, social media, and photography for brands like: Neiman Marcus, Target (Denizen), House of Blues Dallas, Beauty Bar (Allure magazine) Scunci, Conair hair styling, Certain Dri, Arctags, Swagg Magazine and more

### **University of Texas-Arlington - Student Success Programs (Dec. 2005 - May 2008)**

*UTA is a top public North Texas university located in Arlington, Texas*

#### **Lead Peer Counselor (May 2007 - May 2008)**

Student manager of Peer Counselor teachers with additional responsibilities in recruiting students to UTA and the Peer Counseling Course

#### **Peer Counselor (Dec. 2005 - May 2007)**

Developed freshmen curriculum aimed at college transition and retention for students in a semester-long credited course. Courses included learning and development, diversity/inclusion, study habits, time management, stress management, StrengthsQuest by Gallup (StrengthsFinder), career planning, and other student-focused topics.

**Internships:** Stanza Textbooks (Apr. 2010 - Dec. 2010); UTA Office of Technology Management (May 2010 - Nov. 2010); Freese and Nichols, Inc. (May 2007 - Aug. 2007)

*portfolio and writing samples available upon request*