

LATOYA WELLS

615-300-1709

mslatoyawells@gmail.com

EDUCATION

Bachelor of MarCom

Champlain University

2020 - 2023

Associate of Marketing & Retail Management

Champlain University

2018 - 2020

Associate of Psychology

Nashville State

2016 - 2018

SKILLS

- Digital Marketing
- Branding
- Strategic Planning
- Data Analysis
- Project Management
- Cross-Channel Coordination

- Market Research
- Sales
- Training
- Deciphering Consumer Behaviors
- Strong written and verbal communication skills
- Creative Content Development

- Proficient in Microsoft, Adobe, Sharepoint, Canva, and more
- Strong multi-tasker that relies on solution based decision making tactics

I am a Intergrated Marketing Communication professional with a wealth of front-facing Sales experience that I use to create and execute innovative marketing strategies that enhance brand visibility, increase customer engagement, and drive business success.

Experience

Jan 2015 - Present

AT&T | Nashville, TN

Senior Sales Trainer

- Create and implement marketing and sales training material that increases consumer call center sales performance by a minimum of 3% monthly.
- Led a marketing initiative that saved the company over \$100,000 in waived fees during the first two quarters of 2023.
- Coordinate quarterly site visits throughout the SE for myself and peers throughout the year
- Worked with the Brand Management and Advertising team to conduct competitive listening, prepare marketing briefs, and perform data analysis to optimize content in market.

2013 - 2015

Broadcast Music Incorporated | Nashville, TN

Business Licensing Account Manager

- Conducted social listening campaigns that led to me securing over 150 music licenses for venues, event coordinators, and organizations for their music use.
- First BL Account Manager to secure over \$20,000 in licensing fees during their 90-day training period.
- Conduct bi-weekly strategy sessions with peers to identify a minimum of 100 business we could target for licensing.

2010 - 2015

OD Media and Consulting | Nashville, TN

Consultant

- Coached 18 business owners on marketing and public relations tactics that assisted them in securing \$20,000 in funding and increase their revenue by 10% in 90 days.
- Created and produced a podcast that gained regular listeners in over 30 countries and all 50 states within one year.
- Created press releases, announcements, and newsletter for an organization that increased their membership 25% by the end of their fiscal year.

Achievements

You Are Seen Award recipient

2023 Q1 Service Excellence Award recipient

Only SE Agent selected for a leadership program in 2021