

Syreeta Michele Atiase

MBA | PMP

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SUMMARY

Process-focused strategist and marketing executive with experience building and evolving brand equity through traditional and digital marketing platforms. Demonstrated success in developing programs and solutions, growing sales and retaining clients year-over-year, as well as in enterprise-wide project management and continuous improvement initiatives. Consistent track record of working with executive leadership to define strategy and leading teams to achieve results.

EXPERIENCE

Vice President, Marketing & Creative Services

Compass One Healthcare

October 2014 - Present, Charlotte, NC

- Manage a project portfolio that yielded \$1.25+ billion in company revenue for the healthcare industry/sector over the last three years.
- Collaborate with cross-functional teams, including sector marketing team, to develop healthcare solutions and messaging to drive new business and same-store sales.
- Established and enthusiastically lead a team of marketing and project professionals to deliver customized solutions.
- Coach and train executive and senior operations management, corporate support resources, and more than 25 sales professionals in processes to achieve sales and retention targets.
- Promoted from director (2014-2018) to vice president based on simplifying processes, helping guide strategic direction, consistently delivering high job performance in Sales Support.

Digital Marketing Volunteer

Dream Center GTR and Love Live Christ

May 2018 - Present, Remote

- Migrated more than 20 legacy processes to a digital platform to improve operational effectiveness and increase donor engagement.
- Plan campaign budgets and direct a portfolio of 10 active projects, helping non-profit and small to medium size community-based businesses promote their brands and connect with potential customers, donors and sponsors using digital marketing tools.
- Develop digital based work-flows & marketing automation for improved website functionality.
- Oversee online marketing processes and the creation of authentic content, optimize search marketing (SEM and SEO), and lead other online media initiatives including retargeting using Google Ads and Facebook.

Project Manager

Compass Group

December 2007 - October 2014, Charlotte, NC

- Promoted from communications manager (2007-2010) to project manager after successfully developing and implementing communication strategies and plans for sector-specific and enterprise-wide projects, maximizing ROI on technology and process project improvements.
- Managed diverse projects that included business process reengineering and improvements; new technology and upgrades; SKU optimization, affecting both corporate and field employees.
- Integrated a \$55 million company, while simultaneously supporting the back-of-the-house implementation for a \$17 million newly awarded account.
- Led a team of twenty project managers & operators to ensure full implementation of Canteen merchandising programs across the country, regularly reporting program status and impact on approximately 2,000 salaried and non-salaried employees to Canteen Operations executive leadership.

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Marketing Business Associate & Brand Communications Specialist

Conagra Brands (ConAgra Foods)

September 2001 - December 2006, Omaha, NE

- Helped with high-profile promotional launches for national brands that included Peter Pan, Swiss Miss, DAVID Seeds, and La Choy.
- Managed Public Relations efforts for trade shows, sponsorship activities and corporate events along with the related budgets, supporting the 2006 award-winning Pam for Grilling PR campaign, which generated more than 900 print, broadcast and online placements and 118 million positive media impressions.
- Leveraged data-driven marketing, including market research and consumer insights, to identify emerging trends, help launch new products and support product optimization, increasing market share in the top 3 international markets.
- Collaborated with contractors, agencies and vendors to coordinate the design and development of content for print, online and display advertising.

EDUCATION

Master of Business Administration

University of Nebraska at Omaha • Omaha, NE

Bachelor of Arts in Foreign Language, Spanish

Minor in Business Administration and German • Mississippi State University • Starkville, MS

CERTIFICATIONS

Project Management Professional (PMP)

Project Management Institute

Lean Six Sigma

Villanova University

SKILLS

Extensive B2B and B2C Marketing Experience, Marketing Campaign Development, Content Development & Library Management, Business Process Improvement, Project Management, Strong Collaborator & Communicator (Internal and External Communications), Presentation and Communication Coaching, Public Speaking, Leadership Development, Managing Cross-Functional Teams

Technology Competencies: Low and no-code digital platforms, Microsoft Office, Adobe, CRM, Zoho

Languages: Expert in English, Conversational Spanish, Basic German

Professional Affiliations: American Marketing Association, National Black MBA Association - Charlotte Chapter, National Association of Sales Professionals, PMI Metrolina Chapter, Zeta Phi Beta Sorority, Inc. - Charlotte Chapter



Syreeta M. Atiase