A L E X I S CO O K



**RESUME**

SIMMS

VISIONARY MARKETING & SALES LEADER

# CONTACT ME

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# EDUCATION

2007 - 2011

**Telecommunications Mgmt** Howard University

2012 - 2014

### M.S. Marketing

University of Maryland, Univ. College

2015 - 2017

### M.B.A.

University of Maryland, Univ. College

# COMMUNITY LEADERSHIP

Board of Directors for Girl Scouts of Northeast Texas 2023-2024

Board of Directors for the Texas Real Estate Council Community Investors

D CEO Executive Women Leadership Network

Dallas Regional Chamber of Commerce Economic Development and Education & Workforce Councils

Engage Dallas Leadership Program 2023 The Junior League of Dallas T Boone Pickens Founded Girl Scout Troops *05361 and 01031*

# SUMMARY

Energetic, results driven leader with extensive experience in product marketing, strategic partnerships & sales enablement. Key strengths include working with strategic partners & C-level executives to grow revenue & market share in declining environments, managing & motivating diverse teams, innovating to problem solve, & achieving profitable results. IG Influencer @alexish\_fit @thedallasdiva1

Personality type: [ENFJ-A / ENFJ-T.](https://www.16personalities.com/enfj-personality)

# CAREER EXPERIENCE

## Chief Executive Officer | [Level 1715](http://www.level1715.com)

*2024 - Present*

CEO of Level 1715 - A full service marketing agency that offers fractional CMO services

* **Founded and scaled a full service marketing agency,** pitching to and securing contracts with diverse clients ranging from Fortune 500 companies to small businesses and government entities to drive revenue growth through strategic marketing execution
* **Developed and led multi-channel marketing campaigns,** specializing in B2B product launches, sales enablement and strategic partnerships, generating measurable client ROI
* **Secured office space at the Dallas Entrepreneurship Center** and launched community initiatives, including free marketing consultations, to support local businesses.
* **Established a fractional CMO service model** helping startups, SMBs & sales teams of mid-market sized businesses build sustainable marketing policies & tools, brand positioning and enhance their digital presence from the ground up.

## Adjunct Marketing Professor | TCU, UTA & UNT Denton

*2023 - Present*

Adjunct Marketing Professor at three prestigious Dallas Fort Worth area Universities - Texas Christian University, University of Texas Arlington and University of North Texas Denton

* Schedule and number of classes at each school varies semester to semester. Have taught Marketing Principles, Marketing Management, Applied Marketing

Problems and Foundations of Marketing for non- marketing majors

## Lead Market Development Manager | Strategic Partnerships

*AT&T Business / 2022 - 2024*

Leading Go-To-Market marketing strategist for AT&T’s Emerging Wholesale organization which focuses on externally/ internally marketing and enabling partner sell to, sell with and sell thru partnership opportunities with hyperscalers and consulting such as Microsoft, Google, Dell, Deloitte, Salesforce, Accenture, IBM, TechM, WiPro, Kyndryl ($1.8B in revenue| 16% NSR YoY).

* + Drove year-over-year revenue growth including $150M in new indirect revenue utilizing diverse solutions such as: Business Wi-Fi, 5G/Mobility, IoT, co-managed annual marketing, events and Marketing Development Fund (MDF) budgets from strategic partners totaling over

$4M; earning an AT&T Connection award for performance in Q3 2023.

* + Developed and implemented various comprehensive offers, marketing plans and go-to- market processes with partners; resulting in several million dollar revenue streams.
  + Supervised five marketing contractors and managed three agency relationships to produce 70+ pieces of marketing collateral in 6 months to drive sales activation. Interviewed & onboarded four new team members with an improved training record.

## Lead Brand Marketing Manager – AT&T Corp. Brand

*AT&T / 2021 - 2022*

One of AT&T’s four Global Brand Managers – Responsible for overseeing the appropriate application of our brand guidelines across all brands and subsidiary brands– AT&T Corp, AT&T Business, WarnerMedia, etc.

* + - **Corporate Ambassador** for the AT&T brand responsible for maximizing opportunities to grow brand awareness through organization specific trainings
    - Participated in the development of various brand guidelines and brand standards
    - Promoted and enforced the appropriate application company guidelines

# CERTIFICATIONS

Texas Real Estate License - #830324

Certified Texas Notary Public

Google UX Design Certification \* Google Data Analytics Certification \* Meta Marketing Analytics Prof. Cert.\* Meta Social Media Marketing Prof. Cert.\*

# ORGANIZATIONS

Engage Dallas

D CEO Executive Women Leadership Texas Security Bank Academy

Junior League of Dallas Girl Scouts

# A W A R DS

Tierney Kaufman Hutchins Award

## Engage Dallas

Juliette Gordon Low Award

## Girl Scouts Northeast Texas

2023 AT&T Business Marketing Award

## Making A Difference

2020 & 2019 PPO Award

## Making A Difference

2019 Edge Solutions **On The Spot Award** AT&T Business

# HOBBIES

Couponing

Social Media/ Online marketing, influencing and content creation Gardening

Traveling Kickboxing & Yoga

**CAREER EXPERIENCE (CONTINUED)**

## Lead Product Marketing Manager – Chief Marketing Officer Chief of Staff

*AT&T Business / 2019-2021*

Mo Katibeh’s -AT&T Chief Marketing Officer Chief of Staff team.

Assisted in the strategy, human resources, communication & operations across an organization of approximately 3,100+ employees.

* + - Launched and executed new virtual programs such as: the first Virtual AT&T Business 2020 Recognition Event, AT&T STEM Day - A Mad Science Event for Kids, The AT&T Visionary Awards dinner, The PPO M&M Award
    - Worked with Officers & BU Leaders to execute various special initiatives core to AT&T Business’ priorities. Lead for data collection amongst VPs and co- lead for storytelling/ presentations
    - Managed cultural initiatives, awards and recognition for the organization. Received top tier scores on our annual review for making employees feel seen, engaged and included
    - Summer Intern Manager – Managed a team of 8 interns across various business segments. Planned multiple activities including bi-weekly fireside chats and the capstone project.
    - Created and Managed Product & Platform’s Pop-Up Mentoring Program.
    - BCP Lead for the PPO organization. Mobilized PPO employees to work from home during COVID 19. Served as cultural lead to ensure employees felt connected and supporting during uncertain times. Managed several other BCP related drills such as YesOk

## Sr. Product Marketing Manager – Edge Solutions

*AT&T Business / 2017 - 2019*

Led GTM execution for AT&T Business Wi-Fi and In Building Solutions.

* + - Successfully planned, developed and executed marketing strategies, growing portfolio review to 102% for 1h 19. YoY revenue for each product - Digital Signage 55% YoY, ABW 42% YoY, MLAN 17%.
    - Successfully Launched 3 new Wi-Fi brands brining in over $10M in less than a year. Raised over $750k in MDF. Executed a 20 city Lunch & Learn roadshow
    - Successfully pitched a business case to executive leadership to build an overlay sales team to support Wi-Fi and In-Building Solutions. This team still exists today.
    - Promoted from this team to the CMO Chief of Staff team

## Client Solutions Executive – Global Business & Mid-Markets

*AT&T Business / 2014-2017*

* + - Served as a trusted advisor to a portfolio of 70 customers that gross over 13 million in sales within the Dallas/ FT Worth area. PCG Mobility and Mid-Markets
    - 200% Strategic Services quota 1st year in the market.
    - Graduated #1 in the BSLDP program (class 100)

## Regional Marketing Coordinator – (WEA) Warner Media Group

*Warner | Elektra |Atlantic Records / 2008-2011*

* + - Leveraged existing company assets and events to break new artists into the DC/ Maryland/ Virginia area.
    - Built strong relationships with celebrity management, local media & other members of the entertainment community.
    - Secured, Maintained & Maximized airplay on all formats for radio stations in my area; ensured artist visibility through creative and innovative promotional opportunities; worked with unknown artists who are now global brands – Bruno Mars, Janelle Monae, Trey Songs

## Programming Assistant, Board Op & Weekend On- Air – COX Radio

*95.7 JAMZ COX Media / 2007-2009*

* Weekend Talent. Assistant to the Program Director.
* Responsible for Market Research to keep music and programming managers abreast on the trends and opinions of local citizens and patrons.
* Produced & voiced radio commercials for 95.7 (FM) WBHJ. On-Air talent (2am-8am)