

ANITA SIMMONS

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Director of Marketing, Communications, Events

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Results-driven and highly resourceful professional with extensive experience in managing all aspects of marketing efforts, corporate communications, and events aimed at maximizing brand recognition.

Creative-minded individual with sound competencies in developing compelling, newsworthy content and executing brand-right communication strategies to drive website traffic and maintain cross-channel brand affinity. Instrumental at implementing integrated marketing plans and leading multi-faceted campaigns across branding, sponsorship, and consumer spaces to bridge gap between company, customers, and global audiences. Skilled in promoting diversity, equity, and inclusion through media outreach, speaking engagements, and social media support. Refined communicator with effective storytelling skills; able to build strong public / media relations and foster positive change within organization.

Areas of Expertise

- Communication Plan / Strategy
- Event Planning & Execution
- Public / Media Relations
- Email / Digital Marketing
- Innovative Content Development
- Brand Advancement & Growth
- Fundraising & Sponsorship
- Project Cycle Management
- Team Leadership & Training

Professional Experience

Uptown Dallas Inc. - Public Improvement District (PID), Dallas, TX
Director of Marketing, Communications, & Events

2016 – 2023

Defined KPIs and contributed to marketing efforts by gathering demographic, psychographic, and quantitative data. Managed annual marketing calendar and associated budget. Aligned organization's brand and key messaging with digital platforms (e-newsletters, website, social media, digital advertising, e-publications/articles, blogs, vlogs, commercials, presentation decks, slideshows) and print phases (advertising, magazine, and newspaper articles, brochures, event signage, talking points, speeches, pitches, press releases, media alerts, and community alerts). Executed events and programs of various scales, such as concerts, seminars, webinars, networking events, street fairs, movie nights, press tours, art installations, community outreach.

- Orchestrated average of 22 highly successful and large-scale events annually.
- Boosted 40% social media following within first three years.
- Authored impactful speeches and devised community-focused leadership approach.
- Deployed e-mail marketing strategy with thriving subscriber base of over 14,000.
- Positioned company as a trusted and influential liaison for city, police, and community.
- Successfully secured funds through effective fundraising strategies and negotiating corporate sponsorships.
- Enhanced community and market awareness across digital and print platforms through implementation of all internal and external communications.
- Built positive relationships with stakeholders, including a diverse board of forty-six members, media outlets, agencies, freelancers, consultants, merchants, vendors, influencers, volunteers, and many others.

Oversaw all internal and external marketing communications, encompassing websites, social media platforms, TV, e-newsletters, digital and print advertising, kiosk technology, maps, brochures, retail leasing details, presentations for leadership, and event promotions. Spearheaded all aspects of high-profile events, such as concerts, New Year's Eve celebration, Christmas Tree lighting, ESPN College GameDay, ICSC, and festivals.

- Exceeded expectations by successfully organizing more than 50 large-scale events per year, including ESPN collaborations, citywide Christmas Tree Lighting, concerts, and NYE fireworks.
- Nurtured solid rapport with merchants, vendors, city leadership, security personnel, and various partners.
- Planned and implemented impactful e-mail marketing campaign with subscriber base of over 30,000.
- Launched Sundance Square Plaza as gathering place for community.

Created strategic plans to drive growth and achieve organizational goals. Oversaw all aspects of daily operations, including budgeting, financial management, and resource allocation, ensuring adherence to company policies. Executed comprehensive marketing and communications strategy, including digital and traditional media, to increase brand awareness and attract new supporters. Represented organization at industry conferences, events, and speaking engagements.

- Planned and executed highly successful 77th Annual Savannah Tour of Homes & Gardens, coordinating 32 homes and managing over 1,000 volunteer schedules for 4-day period.
- Increased 74% ticket and gift shop sales, raising over \$400,000 to support charitable organizations.
- Devised strategic marketing, advertising, and PR campaigns, including developing engaging website (savannahtourofhomes.org), captivating gift shop merchandise, media appearances, persuasive promotional brochures, and eye-catching posters.

Additional Experience

Freelance Marketer / Writer, Remote
Regional Advertising Campaign Manager, Belo Interactive, Dallas, TX
Producer of Operations, e-Rewards, Dallas, TX

Education

Bachelor of Arts in Marketing, Minor in Journalism
University of North Texas, Denton, TX

Technical Proficiencies

Microsoft Office Suite | Google Suite | Adobe Suite | Speech & Press Writing | Copywriting | Ghost Writing | SEO | CRM | HTML | CMS | WordPress | Social Media Platforms | Marketing Analytics