

Alysia Minor

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Online Portfolio/Professional Website: www.AlysiaMinor.com

PROFESSIONAL SUMMARY

Creative yet analytical professional with a polymathic approach, adept at solving complex problems and fostering innovative solutions. Highly adaptable with a proven ability to teach and train individuals across various domains, leveraging an executive mindset to drive organizational success and growth. Combines strategic thinking with hands-on practicality, committed to growing and scaling businesses to achieve their fullest potential.

SKILLS

Microsoft Word, Power Point, Outlook, Publisher, Excel, Google Docs, Google Sheets, Google Slides, Adobe Photoshop, Adobe Illustrator, Canva, Capcut, Final Cut Pro, Trello, Copywriting, Video Editing

EXPERIENCE

Chief Executive Officer, **November 2023 - Present**
Greenwood Walker, LLC

- Creative director/vision casting for marketing niche
- Authored standard operating procedures (SOPs)
- Hired and onboarded virtual staff members and delegated tasks according to their skillsets and availability

Co-Owner / Chief Marketing Officer **July 2013 – October 2023**
WorkSpace Commercial Real Estate

- **Created** messaging, planned and implemented a comprehensive marketing strategy, including paid advertising and organic efforts, resulting in increasing occupancy rates from sub-20% to over 90% on a distressed property with little to no leasing activity the prior 2 years.
- **Planned and launched** an automated system of lead capture that coordinated phone, SMS, and website leads to streamline the qualification of leads and scheduling of tours, resulting in a more efficient lead-to-lease process that reduced time spent on unqualified leads while simultaneously improving public perception.
- **Implemented** a CRM

Chief Creative Officer **November 2006 - Present**
Greater Houston Media Group

- **Initiated and Organized** B2B and B2C marketing efforts for a multi-million dollar staffing firm since February 2017, including event planning and hosting, coordinating television appearances and print overages, billboard design, email marketing and social media marketing efforts, designed website that included lead capture for prospective employers (clients) as well as job seekers, implemented chat feature and conducted dozens of one-on-one and group staff trainings to help in-house staff augment marketing efforts
- Selected clients include: Grubb & Ellis, Jones Lang LaSalle, Danny Nguyen Commercial Real Estate, CBRE, Vietnamese American Chamber of Commerce, Tri-County Chamber of Commerce, Advantage BMW, Prince's Hamburgers, Dozens of elected officials and candidates including the Houston City Controller, >5 Houston City Council Members, 2 Constables, State Representatives, various Judges and County Officials

Marketing Lead /Presenter/Trainer **July 2013 – October 2023**
Change Happens CDC (Formerly FUUSA)

- Facilitated life skills workshops in schools and community centers, average over 100 students per week
- Recruited youth participants and adult volunteers through grass roots and efforts, resulting in a 60% growth in the grant-funded mentor program within the first year

EDUCATION

Bachelor of Science, Psychology – Minor in History & African American Studies
University of Houston

Dec 2004

CERTIFICATIONS

- **Licensed Real Estate Salesperson, Texas Real Estate Commission TREC, 2013-present**

ORGANIZATIONS & AWARDS

- The Blox Entrepreneurship Competition Reality TV Show Participant (coming Fall 2024)
- Leadership Houston Class XXV
- Alpha Kappa Alpha Sorority, Inc.
- Vice President, Community Partnership for the American Dream
- Student Government Association, University of Houston (Senator at Large, Director of PR)
- Debbie O. Galey Community Service Award
- Study Abroad, The Gambia W. Africa