

# LATISHA CLAYTON

Norcross, GA

@gmail.com

## PROFESSIONAL SUMMARY

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Experienced professional with more than 10 years of experience offering outstanding communication strengths and success in engaging and qualifying B2B and B2C prospects in the online course industry. Experienced in developing multiple client relationships. Personable, creative and expert communicator talented at building positive rapport and long-term relationships.

## SKILLS

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- Sales tools and techniques
- Quality lead generation
- Qualifying and prospecting leads
- Research and reports generation
- Rapport building
- Hubspot knowledgeable

## WORK HISTORY

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10/2010 to  
Current

### **B2B Lead Generation Consultant**

**Financial Success Media, LLC** – Atlanta, GA

- Generated leads for B2B clients with a monthly Facebook/Instagram PPC budget of \$10,000+ month. Decreased cost per lead by 20% in 3 months.
- Managed the execution of monthly email campaigns, averaging 85-106k sends per month, achieving a 98% deliverability rate.
- Pitched products and services to potential customers, securing new deals and sales opportunities averaging 60% cash collected.
- Served as key team member in development of new client pipeline, resulting in 67% average closing rate.
- Entered data into Go HighLevel (CRM), ensuring accuracy and uniformity.
- Developed video marketing assets and authored 400+ articles to target a millennial audience, focusing on personal finance, career development, money management, and investing.

04/2018 to  
07/2018

### **Media Buyer**

**Terry Foster Consulting** – Contract, Remote

- Maximized ROI of advertising campaigns through continual analysis of performance, response-rates and results. Decreased cost per lead by 20% in 3 months.
- Used consultative sales techniques to pinpoint customers' advertising needs and close on short-term and long-term sales contracts.
- Responsible for optimization of 3 client accounts in both ecommerce and lead generation, with a monthly Facebook/Instagram PPC budget of \$10,000+ month.

05/2009 to  
05/2010

### **Stockbroker Intern**

**Scottrade** – Alpharetta, GA

- Processed checks, opened new accounts, and provided customer service in person and by phone.

- Converted 80% of leads into new accounts in the first 6 months, resulting in over 700 new accounts.
- Assisted the branch to achieve a 9 out of 10 customer service score in 3Q and 4Q 2009.

## EDUCATION

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05/2010

### **BBA: Finance**

**Kennesaw State University** - Kennesaw, GA

- 3.6 GPA
- Relevant Coursework: Commercial Real Estate Ventures, Commercial Real Estate Finance and Investments, Real Estate Law
- Study Abroad: Madrid, Spain, Art History

## ACCOMPLISHMENTS

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- Optimized on-site and off-page SEO tactics, resulting in a notable 12.2 point increase in average website ranking within a 90-day period, and a rise in average click-through rates from 1.7% to 2.5% during the same duration.
- Produced video and written content for Fortune 500 brands such as PNC Bank, Fidelity, Discover, and the National Association of Realtors to educate individuals on personal finance topics.
- Led social media marketing campaign in collaboration with a consumer credit counseling agency, effectively engaging 1.4 million individuals through Twitter and Instagram.

## AFFILIATIONS

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PR & Marketing Chair - National Association of Women Business Owners Atlanta

## CERTIFICATIONS

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- Licensed REALTOR® - April 2023
- Online Marketing Certified Professional® - April 2024