



TOWAN ISOM

Chief Marketing Consultant

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☰ SUMMARY:

An established, trusted, and respected leader with 20+ years of experience successfully navigating the complexities of communications, marketing, and public relations frameworks while providing hands-on direction to improve brand positioning, bolster engagement, and foster organizational development for clients within the public, private, and nonprofit sectors

A recognized marketing chief, Towan has an innate ability to deliver groundbreaking results that facilitate change and elevate client organizations and initiatives to the next level of success

By leveraging industry expertise and a passion for creative ideology, innovation, and compelling storytelling, Towan effortlessly garners meaningful engagement and growth for consumer, public, and member organizations

📁 CAREER HIGHLIGHTS:

- Demonstrated chief executive-level leadership and a commitment to organizational growth and development in spearheading the design and integration of sustainable solutions and strategies for executing paid, shared, owned, and earned media tactics on behalf of more than 108 marketing campaigns and initiatives including 67 federal contracts, 14 national commercial brand campaigns, and 10 nonprofit contracts
- Spearheaded the integration and onboarding of IGS strategists into client operational frameworks—providing onsite and virtual support for the restructuring, managing, scaling, and optimizing communications, marketing, and public relations plans and corporate internal and external departments and team members
- Garnered a reputation as a pragmatic, strategic, and visionary thought leader capable of transforming organizational branding through effective communications and outreach—leveraging experience creating, developing, and overseeing engagement efforts within the military, health, consumer, public safety, and international sectors
- Directed the installation of more than 28 IGS employees at seven military public relations, marketing, digital, and multimedia worksites that required setting up internal protocols, establishing brand guidelines, launching internal ticketing request software, rebranding the organization, and providing support for senior military initiatives by creating processes and practices for ensuring quality and consistency
- Played an integral role in the management and optimization of business development strategies that drove growth through client acquisition and retention initiatives fostered by the successful design of marketing plans, communication messaging, and developing strategies for 102+ national, federal, and commercial firms as evidenced by IGS CPARS rating
- Successfully increased overall revenue by 20% yoy by establishing key partnerships, expanding business into new markets, targeting prospective opportunities, and offering additional contracting vehicles to reach new audiences (BPA, IDIQ, GSA Schedule 541, MOBIS)
- Established key partnerships with Fleishman-Hillard, Qorvis, Arch Systems, AHP, New Horizons, Creative Business Solutions and other businesses to expand IGS' capabilities and supplement their resources, skills, and expertise to round out their team and provide added, ongoing value and support for messaging, communications, and marketing efforts
- Introduced creative solutions for improving internal organizational structure to boost business value, acquire new contracts and client accounts, and drive growth—expanding into scientific research, military public relations, creative services, and video production through effective outreach, networking, and engagement that resulted in a \$2M increase in sales for FY2012 and FY2013
- Capitalized on key industry relationships and strategic partnerships to expand offerings and enhance value proposition in competitive markets—consistently exceeding goals and earning recognition as a nationally recognized empowerment professional, inspiring entrepreneur, and industry powerhouse; regularly invited to speak at more than 89 conferences focused on communications, branding, small business development, and military marketing and public relations

KEY CLIENTELE & CONTRIBUTIONS:

Graphic Design: Air National Guard, Industrial Bank Annual Report, NOVAA, OWPI, Peace Corps, Fullbright

Event Marketing: CMS (Stakeholder Outreach and Engagement for The Affordable Healthcare Act), CMS CCIO, Comcast Universal, DC PTAC, Exelis, Fort DuPont Concert Series, Fort DuPont Virtual Events, GA Tech MAKE Series, GA Tech Manufacturing Summit, ICSPP, MBDA - EWOC, MBDA - Global, MBDA - Manufacturing, InVision Tour, MBDA MedWeek, MHSRS, NDMS, OWPI, TATRC, USMC Marine Week, USMC Scholarship Foundation, Vectrus

Branding: CSOSA, Department of Education - Secondary, Friendship Public Charter Schools, GA Tech MAKE Series, GA Tech Manufacturing Summit, MBDA - EWOC, MBDA - Global, MBDA - Manufacturing, MBDA MedWeek, MedStar, SSA Ticket to Work

Digital Marketing: GA Tech MAKE Series, Comcast Universal, GA Tech Manufacturing Summit, CSOSA, MBDA - EWOC, MBDA - Global, MBDA - Manufacturing, MBDA MedWeek, MBDA Social Media, US Coast Guard

Traditional Marketing: Army National Guard, FEMA, GA Tech MAKE Series, GA Tech Manufacturing Summit, Industrial Bank, MBDA - EWOC, MBDA - Global, MBDA - Manufacturing, MBDA Marketing Services, MBDA MedWeek, MedStar, Nike, OWPI, SSA Ticket to Work, USMC Communications, USMC Sexual Assault

Marketing Research: ASPR, CSOSA

Public Relations: Army National Guard, CSOSA, FEMA, MedStar, OWPI, USMC Communications, USMC Sexual Assault

Experiential Marketing: ITT Defense

Technology Transfer: MBDA

Annual Report: State Department

ORGANIZATIONAL LEADERSHIP, CORPORATE STRATEGY DEVELOPMENT & CONSULTING:

Isom Global Strategies, LLC | Washington, DC | Mar 2000 - Dec 2021

President & Founder, Chief Executive Officer (CEO) Corporate Strategy, Development & Implementation

- Assesses and synthesizes historical, existing, and competitive intelligence and performance data—leveraging forecasting, modeling, and reporting techniques to develop a strategy for enhancing development and driving revenue growth—securing more than \$25M in new business
- Ensures the clear and concise communication of the organizational vision, strategies, revenue goals, and operating models—presenting working with managers to establish an implementation plan and guiding managers into the crafting of client job descriptions and development plans
- Consolidates and analyzes project and business-related metrics to support decision making, risk management, continuous improvement, and client satisfaction—leveraging performance benchmarks and milestones to identify deficiencies and introduce best practices for optimizing output and growth
- Works in partnership with the CEO and Chief Operating Officer (COO) to establish monthly fiscal goals and identify potential cost savings by lower expenses, restructuring project billing, reorganizing and reprioritizing staffing, and decreasing expenses
- Manages and maintains company positioning and establishes brand awareness through strategic media appearances, interviews, and external engagements—earning a reputation as a public relations and communications powerhouse

Organizational Management

- Establishes and effectively manages expectations while encouraging a collaborative business environment that provides ongoing value to clients supported by continuity, consistency, and communication throughout the engagement lifecycle
- Facilitates monthly meetings to discuss potential industry and political implications for individual contracts and existing projects—restructuring the approach to engagement as needed to ensure requirements are still met while navigating unpredictable private, public, and nonprofit environments
- Works in partnership with Human Resources to source qualified candidates with the skills, capabilities, and drive required to deliver against IGS' core objectives—seeking to build a team of the "best and brightest" that capitalizes on diverse areas of expertise to better serve both organization and client expectations
- Spearheads and facilitates the execution of the IGS annual meeting—overseeing program design and development, managing logistics, and planning team-building and working group activities to foster collaboration

Cross-Functional Team & People Leadership

- Leads a cross-functional staff of 45 employees and 10 consultants including a team of eight senior and mid-level management professionals in the prioritization and execution of organizational objectives—leveraging natural leadership abilities and inspiring a collective vision to hold individuals and teams accountable for attaining set goals
- Employs industry expertise and experience to advise colleagues on best practices for engaging organizational communications campaigns for earned, paid, shared, and owned media tactics while serving as a mentor and leader in a constantly evolving, unpredictable marketing, advertising, and public relations environment for the consumer and public
- Ensures plentiful opportunities for employee development and performance improvement through workshops, proactive and constructive feedback, incentives, and commission-based rewards—maintaining trusted working relationships and retaining quality talent as a leader and mentor

Business Development & Organizational Growth

- Drives sales operations, employing management experience to retain clients, pursue new business opportunities, and provide follow up consulting to understand the strengths and weaknesses associated with existing sales tactics
- Supports the ongoing optimization of scalable infrastructure, workflows, and systems to manage growth company-wide, guiding teams on best practices for attaining goals by successfully weaving solutions into business' framework
- Directs opportunity sourcing and lead capture initiatives in alignment with organizational capabilities and goals—employing development expertise to identify priorities and produce an actionable plan for achieving core objectives including gathering business intelligence, establishing Tier One and Tier Two partnerships, company advertising, and marketing campaigns to generate awareness
- Maintains trusted relationships with clients, establishing a foundation built on confidence and a mutual desire to achieve objectives—optimizing the strategic planning, development, and execution of high-value contracts, projects, and initiatives

Marketing, Communications & Public Relations

- Drives daily operations focused on providing strategic communications, media relations, and campaign oversight for public, private, and nonprofit clients—translating their vision and strategy into plans for improving public understanding of and designing both short- and long-term comprehensive solutions for media engagement across all platforms and all media (paid, shared, owned, and earned)
- Provides final approval of all client marketing, public relations, and advertising campaigns—ensuring products and services meet quality standards before final delivery to the client including 508 Compliance when required
- Aligns capabilities with accountability standards throughout the entire client relationship lifecycle while employing client experience strategies that focus on improving engagement, retention, and satisfaction
- Tailors client-specific strategies for campaign goals, providing guidance on the development of communication, marketing, and branding strategies for multifaceted media deployment plans that engaged audiences and expand reach through thoughtfully-conveyed key messaging and advertising

PRIVATE SECTOR MARKETING MANAGEMENT:

Associate Marketing Director, Public Broadcasting Service (PBS) | Arlington, VA | Jan 1999 - Feb 2000
Senior Marketing Manager, Black Entertainment Television (BET) Holdings, Inc. | Washington, DC | Dec 1996 - Jan 1999
Marketing Manager, Black Entertainment Television (BET) Holdings, Inc. | Washington, DC | Jun 1992 - Dec 2006

EDUCATION:

Bachelor of Science, Marketing, Bowie State University | Bowie, MD

CREDENTIALS:

WBENC Certified, Women's Business Enterprise National Council (WBENC) www.wbenc.org/about-wbenc
E-Commerce Certificate, University of Virginia | Annandale, VA
Digital Marketing Certificate, General Assembly | Washington, DC
Certified Digital Marketing Professional, General Assembly | Washington, DC

PROFESSIONAL DEVELOPMENT & SPECIALIZED TRAINING:

Graduate, e-Commerce Program, University of Virginia | Charlottesville, VA
Graduate, Goldman Sachs 10000 Small Business Program, Babson College | Boston, MA