

INTEGRATED MARKETING & BRAND STRATEGY LEADER

Leah Dudley Reed

PROFILE

Integrated Marketing Leader with 25+ years of experience in brand storytelling, sponsorship growth, and audience engagement across sports, healthcare, and community organizations. Former Marketing Director of the State Games of Mississippi, where I built the first in-house marketing department and expanded the state's Olympic-style amateur sporting event for a decade. Directed marketing for a multi-location healthcare practice, guiding brand expansion and integrated campaigns. Recently completed an M.A. in Integrated Marketing Communications (Dec 2025), adding advanced training in brand strategy, social media, and video storytelling to 25+ years of marketing leadership. Committed to elevating athlete and organization brands through modern content strategy, sponsorship development, and community connection, with a focus on sports-driven economic development through partnerships, events, and campaigns that strengthen communities and local business engagement.

RELEVANT EXPERIENCE

Marketing Director

State Games of Mississippi / 2001-2011 - Meridian, MS

- Built the organization's first in-house marketing department, establishing long-term branding and communications infrastructure.
- Expanded sponsorship portfolio and cultivated corporate partnerships, driving sustained revenue growth.
- Directed integrated statewide campaigns and media relations, elevating the State Games as Mississippi's premier Olympic-style amateur sporting event.
- Coordinated Opening Ceremonies and large-scale events engaging more than 10,000 attendees annually.
- Strengthened statewide pride by positioning the Games as both a sporting competition and cultural tradition.

Senior Marketing Director

Total Pain Care / 2017 - 2024 - Meridian, MS

- Directed branding and marketing strategy for a multi-location healthcare practice, ensuring consistent identity across service lines.
- Spearheaded business expansion through the launch of new service locations supported by targeted campaigns.
- Developed integrated marketing strategies across social, digital, and traditional platforms to engage patients and referring physicians.
- Oversaw creative direction for advertising, branded storytelling, and digital presence.
- Strengthened organizational reputation through public relations, sponsorships, and community outreach initiatives.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts, Integrated Marketing Communications

University of West Alabama | Oct 2024 - Dec 2025

Selected Graduate Work: Sports Marketing & Management • Social Media Strategy • Branding • Commercial Video Production • IMC Thesis/Capstone

Bachelor of Arts in Communication

University of Alabama | 1995-1999
Major: Telecommunications & Film • Minor: Political Science

CERTIFICATES

- *Google Analytics for Beginners - Google*
- *Content Marketing Certification - HubSpot Academy*
- *Whole Health Clinical Series - WholeHealth.org (32 CE credits; Foundations I & II, Skills Labs I & II)*

CONTACT

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ADDITIONAL EXPERIENCE

Pharmaceutical Sales Representative

Kowa Pharmaceuticals America / 2013-2017 - Mississippi

- Promoted Livalo, Vascepa, and Lipofen across family practice, cardiology, endocrinology, and internal medicine.
- Applied a consultative, brand-focused approach to influence adoption and strengthen product positioning.
- Navigated managed care restrictions, improving patient access and prescription volume.
- Consistently ranked among top producers in the Southeast, earning multiple incentive awards and recognition.
- Represented Kowa at the Mississippi Association of Family Practice Conventions (2014-2016), building brand awareness with physicians statewide.

Pharmaceutical Sales Representative

Lilly, USA, LLC / 2011 - 2013 - Mississippi

- Launched new diabetes therapies, building brand awareness and accelerating physician adoption.
- Delivered consistent brand messaging and clinical education to strengthen provider trust.
- Exceeded territory goals through strategic outreach, including in-office presentations and targeted campaigns.
- Earned multiple sales awards and national recognition for outperforming benchmarks.
- Partnered with leadership on regional product rollouts and marketing initiatives aligned with national campaigns.

SKILLS

- Strategic Brand Storytelling & Messaging
- Sponsorship Growth & Fundraising Strategy
- Sports Marketing, Fan Engagement & Event Promotion
- Digital & Social Media Content Strategy
- Creative Direction & Multimedia Campaign Development
- Community Engagement, Public Relations & Partnerships
- Storytelling & Messaging
- Sponsorship & Fundraising Strategy
- Sports Marketing & Event Promotion
- Content Creation & Social Media Strategy
- Creative Direction & Campaign Development
- Community Engagement & Public Relations

EARLY CAREER MARKETING ROLES

- Comcast Cable Advantage - Marketing (2000-2001)
- Express World Brands - Marketing (1999-2000)