

# **Anissa Freeman Starnes**

**Regional Development Director at Constant Contact, Inc.**

Asheville, NC, US

Entertaining Educational Marketing Expert - North & South Carolina

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## **Description**

Anissa Starnes is Constant Contact's educational marketing expert in North Carolina and South Carolina. Anissa has more than 20 years experience in supporting small businesses and nonprofits and is involved with many civic and business organizations throughout the region.

Anissa draws from this experience to be a valuable resource to small businesses, nonprofits, and associations in her region. She has educated more than 20,000 small businesses since joining the team in 2009, and has presented internationally on behalf of Constant Contact. She serves as faculty for the U.S. Chamber of Commerce Institute for Organization Management program at the University of Georgia, University of Arizona-Tucson and Loyola Marymount University.

Prior to Constant Contact Anissa served as President and CEO with Girls on the Run International and held senior level positions with multiple chambers of commerce in the Carolinas. Anissa is a graduate of the University of Georgia's Institute for Organization Management program.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Social Media, Non-Profit/Charitable, Information Technology and Services, Professional Training and Coaching, Events Services, Fund-Raising, Direct Marketing, Computer Software, Advertising/Marketing, Public Relations and Communications

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## **Topics**

Email Marketing, Event Marketing, Social Campaigns, Community Relations, Social Media Marketing, Online Marketing, Social Media for Non-Profits, Nonprofit Management, Board & Volunteer Management, Fundraising

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## **Affiliations**

U.S. Chamber of Commerce, American Chamber of Commerce Executives, South Carolina Association of Nonprofit Organizations, N.C. Center for Nonprofits

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## **Sample Talks**

### **Supercharging Your Facebook Marketing**

Facebook has become a huge part of how people interact, share ideas and recommendations, and interact with brands. But too many businesses aren't seeing results from their Facebook marketing efforts because they are posting content without a plan for turning "fans" into customers and advocates. In this seminar, you'll learn why Facebook is important to your business, the difference between posting and marketing, and ten tips to drive more "likes," more "shares," and more business.

### **The Secret Marketeer: Tips & Tricks for Social Media Success**

In this discussion, Anissa will outline secret tips and tricks to help you succeed in your marketing. Learn about Facebook's "hidden" in-box, discover how to target local customers on Twitter, find out new ways of connecting with influencers on LinkedIn and much more. This session will give you the edge over your competitors.

### **Event Marketing**

Events are an integral part of how you market your small business or organization. From sales meetings to fundraisers and online training seminars, events help you attract new customers and members. Events deepen existing relationships with customers and members, generating more revenue and long-term participation. In this seminar you'll learn how online event marketing tools offer everything you need to set up online registration and promote your events easily, affordably and professionally.

### **The Power of Email Marketing**

Email is the most cost-effective, targeted, trackable, and efficient way to build and maintain relationships for businesses & non-profits. Learn how to master the basics of professional email communications with this comprehensive look at best practices and winning strategies for finding and keeping permission-based subscribers, increasing deliverability and open rates, writing good subject lines and content, getting readers to take action, and becoming a trusted sender.

### **Engagement Marketing**

This presentation will help your audience understand how the marketing landscape for small business has changed and how to make that change work for them. We will focus on key ideas such as, word of mouth in a social world, the engagement marketing cycle, and how your audience can use that engagement to drive social visibility that will bring customers back through their door and introduce new prospects to their business.

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## **Past Talks**

### **The Power of Email Marketing and Social Media Marketing**

North Carolina Self-Storage Association Conference

### **Supercharging Your Facebook Marketing**

Our Social Times Social Media Marketing Seminar

### **The Secret Marketeer: Tips & Tricks for Social Media Success**

Our Social Times Social Media Marketing Seminar

## **Go and Grow with Constant Contact**

International Furnishings & Design Association Event Series

## **The Power of Email Marketing**

National Speakers Association/Carolinas Chapter Meeting

## **Women and Social Media**

Greenville-Pitt County Chamber Women's Conference

## **Getting Started with Constant Contact**

American Chamber of Commerce Executives Annual Conference

## **Board Governance and Committee Success**

U.S. Chamber Institute for Organization Management

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## **Education**

### **University of Georgia**

Certificate - Nonprofit Management Organization Management

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## **Accomplishments**

### **Regional Development Director “Constant Contact / Manager, National Chamber Program**

In her role as Regional Development Director for Constant Contact, Anissa oversees the North and South Carolina territories and manages a team of Authorized Local Experts to help educate small businesses and non-profits on all things related to online marketing. In addition to her RDD role, she manages the national Chamber of Commerce program that currently has over 3,000 local Chambers in the program.

### **Member**

Constant Contact, 10K Club for presenting seminars to over 10,000 small businesses and non-profits

### **Faculty**

U.S. Chamber of Commerce Institute for Organization Management Program

### **Graduate**

U.S. Chamber Institute for Organization Management Program, University of Georgia

### **Graduate**

South Carolina Economic Development School

### **Member**

Constant Contact, 20K Club for presenting seminars to over 20,000 small businesses and non-profits.

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## Testimonials

### **Roddy Broadnax**

Professionalism, Persistence , Creative with a Infectious Personalityâ€¦! Great attributes rarely found in a person in the Business World of todayâ€¦! But I see these in every conversation with Anissa Starnes. Iâ€™TMve worked with Anissa on many Business, Civic and Community projects over the years and can honestly say she always achieves any and all goals, regardless of the challenge! Some people get it, some people got it ; Anissa brings it with her every day.

### **Danny Hearn, IOM, CCE**

I have known and worked with Anissa for more than 20 years. There is no one in this business that I trust or admire more than Anissa. She has represented both these industries with such class and passion that it has been an honor for me to work with her all these years. She has done multiple programs for me as the regional director with Constant Contact and we have filled the room every time! I would strongly encourage any Chamber to bring Anissa in to do a social media marketing/e-mail marketing program. Thank you Anissa for the professionalism you bring to our industry.

### **Philip Hageman**

I have had the pleasure of working for Anissa when she ran the York County and Burke County Chambers of Commerce. I have enjoyed working with Anissa and I have interacted with her directly as leader, team member, subordinate and acquaintance. Regardless of the role or relationship I shared with Mrs. Starnes, she was/is always a pleasant part of the process as she makes those around her feel confident in the project/mission and has a great time in accomplishing all of her goals. Her personality and integrity are infectious and her work ethic is rarely matched. There may be a more well rounded and goal oriented person I have worked with, but I sure can't think of that person.

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