

LISA M. WALKER

Integrated Marketing Strategy | GTM & Commercialization | AI-Enabled Cross-Functional Execution

📍 Atlanta, GA | 📞 678-313-0034 | ✉️ lisa@lisamwalker.com | 🔗 [linkedin.com/in/lisamwalker0803](https://www.linkedin.com/in/lisamwalker0803) | 🌐 [lisamwalker.com](https://www.lisamwalker.com)

Marketing strategist and hands-on operator who translates business priorities into market-ready execution. Shapes integrated marketing and GTM plans, develops briefs and messaging, aligns cross-functional teams, and helps turn strategy into execution. Increasingly applies AI as part of that toolkit, identifying high-impact use cases inside marketing organizations and personally designing and building automated workflows and systems end to end, not just using AI tools day to day. Comfortable moving between big-picture thinking and hands-on delivery, drawn to solving ambiguous cross-functional problems and keeping customer needs and business priorities aligned as plans come together.

CORE CAPABILITIES

Integrated Marketing Strategy • GTM Planning & Commercialization • AI-Enabled Workflow Design & Automation • Campaign & Launch Execution • Marketing Briefs & Messaging • Cross-Functional Leadership • Intake, Prioritization & Governance • Vendor & Partner Leadership • Retail & eCommerce Readiness • Performance Optimization • Executive Communications

SELECTED RELEVANT EXPERIENCE

AI-Enabled Workflow Design & Systems Building

- Identified and tested high-impact AI use cases for research synthesis, planning materials, and executive readouts inside a highly matrixed marketing organization, embedding what proved effective into repeatable team workflows.
- Personally designed and built a fully automated AI workflow end to end outside of work: connected Gmail as the intake source, then built the automated processing, a single-source-of-truth tracker, and a real-time dashboard, using AI to accelerate the build while owning the design and outcome. Also designed and built my professional portfolio site the same way, from problem to shipped product.

Strategic Planning & Prioritization

- Designed the marketing organization's intake and prioritization framework, giving leaders and delivery teams a consistent way to evaluate requests against business priorities, customer impact, timing, and available capacity.
- Built the operating rhythms, decision frameworks, and cross-functional working practices that improved visibility, clarified ownership, and cut decision cycle time by 30% across a highly matrixed marketing organization.

Commercialization & Market Execution

- Owned end-to-end GTM and commercialization planning for national consumer launches, translating product, brand, and customer priorities into launch plans, marketing briefs, messaging frameworks, and coordinated delivery across Brand, Retail, Digital, CRM, Analytics, Field, and agency/vendor partners.
- Translated complex service capabilities into consumer-facing value narratives, launch messaging, and channel plans that drove 200% product adoption growth.

Cross-Functional Leadership

- Worked as the strategic and day-to-day link between Marketing and Digital/IT, translating campaign goals into platform requirements, resolving constraints, and keeping customer experience, technical delivery, and launch timing aligned.
- Aligned Product, Marketing, Digital, Creative, Analytics, Retail, and channel teams around shared plans, decisions, dependencies, and delivery milestones, resolving risks and blockers when work crossed organizational boundaries.

Business Impact

- Directed performance monitoring and iterative optimization across national launches, using adoption, activation, and revenue data to sharpen strategy in real time.
- Managed \$10M+ in annual co-marketing investment across 4,400+ retail and digital partner locations, keeping programs aligned to business goals and audit-ready.

13M+ Customer Base	\$10M+ Co-Marketing Investment Managed	4,400+ Retail & Digital Touchpoints	200% YOY Product Adoption Growth	50% YOY Connected Car Activations	30% Faster Decision Velocity
------------------------------	---	--	---	--	--

CAREER HISTORY

Principal Content & Digital Strategist, Integrated Marketing

2023 – 2025

Cricket Wireless (AT&T) | Atlanta, GA

- Led integrated marketing planning and execution for major national consumer initiatives, translating product, brand, customer, and channel priorities into campaign plans, launch briefs, messaging frameworks, content strategies, and channel requirements across Brand, Creative, Digital, CRM, Product, Analytics, and Retail.
- Served as Marketing's primary partner to Digital and IT, translating business and campaign needs into platform requirements and bringing Digital, Creative, Analytics, and Performance Marketing teams together around campaign objectives, channel sequencing, and optimization plans.
- Piloted structured message testing to assess creative effectiveness and audience response, translating findings into targeting, messaging, and content optimization recommendations, and used AI-assisted workflows to accelerate audience analysis, brief creation, and executive-ready recommendations.

Chief of Staff to the CMO

2021 – 2023

Cricket Wireless (AT&T) | Atlanta, GA

- Led organizational planning across strategic initiatives, budget and headcount planning, and executive reporting, translating CMO priorities into operating plans, performance objectives, and resource decisions.
- Designed the marketing organization's intake, prioritization, and governance framework that helped a highly matrixed organization sequence work, allocate resources, and cut decision cycle time by 30%.
- Established executive reporting across KPIs, P&L performance, strategic initiatives, and roadmap progress, and acted as the central point of coordination for cross-functional work without a clear owner, aligning Finance, Product, Legal, Analytics, Retail Operations, Sales, and IT through executive communications and decision support.

Lead Manager, Merchandising & Partner Marketing

2019 – 2021

AT&T / Cricket Wireless | Atlanta, GA

- Led retail and customer marketing programs across 4,400+ retail and digital locations, setting launch timing, partner requirements, merchandising priorities, and field readiness standards across the retail footprint.
- Owned \$10M+ in co-marketing investment across OEM and national retail partners including Apple, Google, Samsung, Walmart, Target, Sam's Club, and Best Buy.
- Led launch readiness across in-store and online channels, aligning merchandising, promotional timing, partner requirements, and field communications, and built activation guidance, messaging tools, and partner-ready materials that gave field and channel teams a consistent playbook for launch.

Lead Product Marketing Manager, Network Services

2017 – 2019

AT&T | Atlanta, GA

- Translated complex network and service capabilities into customer value propositions, launch messaging, sales enablement, and channel plans that drove 200% product adoption growth.
- Partnered with Product, Sales, Digital, Analytics, Operations, and Marketing to define launch objectives, develop GTM plans, establish performance measures, and refine post-launch strategy.

Lead Manager, IoT & Connected Devices

2015 – 2017

AT&T | Atlanta, GA

- Developed and executed GTM strategy, customer messaging, retail enablement, and OEM partner activation for Connected Car and Connected Health launches, driving a 50% year-over-year increase in connected car activations.
- Worked directly with Ford, GM, Porsche, and other OEM partners to align product roadmap milestones, launch timing, value messaging, activation requirements, and customer-facing execution.

Associate Director, Consumer Digital Experience

2012 – 2015

AT&T | Atlanta, GA

- Led consumer digital experience strategy and governance and national digital marketing and integrated campaign execution, translating marketing priorities into customer journey, UX, platform, and measurement requirements across Product, IT, UX, Analytics, Advertising, PR, Social, Digital, and Media teams, contributing to a 21% increase in online revenue.

Progressive Marketing & Operations Roles

2003 – 2012

AT&T | Atlanta, GA

- Advanced through retail marketing, marketing communications, campaign management, sales operations, and consumer growth roles, building broad experience across strategy, execution, field enablement, and cross-functional delivery.

EDUCATION & CERTIFICATIONS
