



## Calisha Anderson

### Area of Practice

Director of Marketing and Communications

### Education and Experience

Recently relocated from South Florida, Calisha Anderson has spent the last decade developing data-driven digital programs that deliver game-changing results. She most recently worked at Office Depot (ODP), a Fortune 500 company, developing digital advertising solutions with tech giants including Google, Facebook, and Amazon. During her four years there, Calisha advanced marketing initiatives that increased customer acquisition and improved retention for ODP's B2B and B2C space. In 2020, her work was highlighted by Google (New automated bidding solutions in Display & Video 360) for her program's technique of modifying the Google algorithm to drive specific business goals. And, in 2021, her work developing engaging content strategies with Office Depot in partnership with Forbes Magazine was recognized by the North American Digital Media Awards with a third-place accolade. This work was also recognized by the Content Marketing Association as a Finalist for the 2021 Content Marketing Project of the Year.

Mrs. Anderson began her multi-media career in NYC at Viacom where she managed promotional programs for the New York Yankees. She spent several years in advertising agencies, including award-winning Omnicom shops like Zimmerman Advertising, and PNC/BGT. As both a serial entrepreneur and a civil servant, Calisha launched her agency in 2011, CaliBrand Consulting, which guided government and non-profit initiatives for more than 8-years. She served on the Board of Directors for a healthcare non-profit (Clinics Can Help) whose mission was to provide medical equipment and mobility assistance to those in need. While completing her graduate degree Calisha taught undergraduate classes and served as a mentor for students in underserved communities.

Calisha has a degree in Creative Writing from Pratt Institute in Brooklyn and a Master of Advertising Research from the University of Florida. She lives in Mt. Lookout with her husband, and two children, Jolie and Jemma.

## What is your goal at TriHealth?

I came to TriHealth because healthcare is at a crossroads right now. It is essentially a consumer market with companies like Amazon providing care, and now is the time to modernize how we see the patient-consumer.

My goal is to build a marketing team that is patient-first and data-driven.

Consumers have options these days, and as a marketing team, it is our job to make sure they have the information they need in a personalized and convenient way that helps them understand 'Why choose TriHealth'? I think that my passion and experience are perfectly aligned to help TriHealth solidify our reputation as the best healthcare provider in great Cincinnati.