Christy Brasfield

Regional & National Sales & Marketing Manager | Director of Sales | General Sales Manager | Senior Marketing Consultant

EXECUTIVE PROFILE

Executive growth and marketing leader with 30+ years negotiating strategy with C-suite leaders, business owners and franchise operators, directing complex business portfolios and developing high-performing teams. Personally shapes strategic plans, audience solutions, measurement and critical execution decisions; builds, trains and coaches regional and national leaders to deliver at scale. Managed more than $54M in revenue portfolio responsibility across leadership roles; the largest single annual marketing and acquisition budget managed was $2.4M. Developed succession depth through mentorship, accountability and leadership training.

SELECTED RESULTS

- 130%-184% of annual performance objectives achieved; 36%+ annual digital revenue growth for 12 consecutive years.
- Led executive-to-executive planning and negotiation for complex national-to-local initiatives, uniting business priorities, partner commitments and accountable delivery teams.
- Talent development: Mentored and coached professionals who advanced into 7 vice president and 11 sales director roles; led 52 account executives on nationally serving teams and developed 13 Winner’s Circle performers.
- Directed precision healthcare audience and medical/medication-study outreach campaigns with privacy and advertising requirements in mind.

LEADERSHIP & MEDIA CAPABILITIES

C-Suite Negotiation & Strategic Partnerships | Business Owner & Franchisee Collaboration | Executive Decision-Making | High-Performance Team Leadership | Coaching, Training & Succession | Financial Accountability | Cross-Functional Direction | National-to-Local Growth | Healthcare & Consumer Strategy | Media Investment | MMM | Incrementality | Attribution | Agency & Vendor Leadership

PROFESSIONAL EXPERIENCE

ILLUMINARY ENTERPRISES LLC | President & Founder | 2025-Present

- Founded AI-enabled executive business intelligence initiatives focused on revenue optimization, analytics, workflow clarity, and decision support.
- Direct product vision, customer experience, reporting, security priorities, and strategic development.

COX MEDIA / COX COMMUNICATIONS | Regional & National Sales & Marketing Manager | 2013-2026

- Led 52 account executives on nationally serving teams across Florida, Georgia, Alabama, South Carolina and Indiana and broader national responsibilities; managed $54M+ in revenue portfolio responsibility across roles and the largest single annual marketing and acquisition budget of $2.4M.
- Developed segmented healthcare and medical marketing strategies involving MUSC, Meridian Healthcare, Florida Health, The Orthopedic Institute, Florida Cancer Centers, UF Health Systems, Nemours Children’s Hospital, AdventHealth, HCA and others.
- Targeted 400+ medical practices with segmented healthcare-product outreach designed to increase new-product prescriptions and professional recommendations, aligned to applicable privacy and advertising requirements.
- Negotiated investment and growth priorities with C-suite executives, business owners and franchise operators; aligned creative, media, operations and analytics specialists around measurable decisions.
- Applied and trained teams in media mix modeling, incrementality testing and investment optimization; delivered 130%-184% of annual objectives and sustained 36%+ digital growth annually for 12 years.

CLEAR CHANNEL / iHEARTMEDIA | Senior Marketing Consultant | 2012-2013

- Designed integrated, audience-specific strategies across healthcare, consumer, retail, technology and automotive advertisers; advised executives on ROI and investment priorities; achieved 115%+ of objectives.

ENTERCOM / AUDACY | General Sales Manager | 2009-2011

- Managed a 10-person organization overseeing advertiser growth, pricing, inventory, forecasting and performance; exceeded annual goals by 114%+.

OASIS RADIO GROUP | Director of Sales | 2007-2009

- Directed a $27M, five-station portfolio, four managers and 15 professionals; coordinated national healthcare-product campaigns and market strategy.

COX MEDIA GROUP | Sales, Marketing & Client Strategy Roles | 2001-2007

- Negotiated multimillion-dollar marketing programs directly with C-suite leaders across healthcare, consumer goods, automotive, legal and education; coordinated partners and cross-functional execution.

CITADEL MEDIA | Progressive Marketing & Media Roles | 1994-2001

EDUCATION & CREDENTIALS

Ball State University - B.S., Telecommunications / Advertising, Management & Public Relations; Marketing minor; Magna Cum Laude. Google Digital Advertising | GA4 / Google Analytics | Google Video | IAB Digital Advertising | Board Member Certified | Talent Focused Management Certified.

Contact: Gainesville, FL | (904) 382-9860 | christybrasfield23@gmail.com | linkedin.com/in/christybrasfield23