

TELISHA ROBERTS

BIO



Over **20 Years** of Professional Experience

Telisha Roberts has over 20 years of professional experience ranging from an Administrative Assistant to Senior Marketing Manager. She began working in the corporate world as an Assistant Secretary and quickly realized that her professional growth and career aspirations would only come from higher education, personal development, and career mentorship. She pursued her education while working full-time.

She completed her Doctorate of Business Administration (DBA) from Capella University, where she obtained membership into the Delta Mu Delta International Honor

Society in Business with a successful dissertation entitled: The Importance of Strategic Management for Small Business Survival of Financial Crisis. She has a Master of Business Administration with a concentration in Marketing from the Keller Graduate School of Management at DeVry University. She is a proud alumna from Winston-Salem State University, where she obtained a Bachelor of Science in Interdisciplinary Studies. As a professional that studied while working full-time and successfully navigating from a secretarial role to senior management, she believes in the power of education and career mentoring.

She is currently a Senior Marketing Manager where her senior management experience focuses in the areas of strategy, brand equity, and consumer insights. Her professional experience and passion for small business was the catalyst for a strong interest in conducting research, specifically with small and medium-sized enterprises (SMEs). Telisha seeks opportunities to mentor students and professionals and believes her professional experience, education, and passion for mentoring is beneficial to the development of strong individuals, strong families, and strong communities.

Telisha is a native of Winston Salem and is always seeking new opportunities to support local organizations that serve others. She enjoys speaking at churches, women's events, and local community events. She is a devoted wife and mother and loves spending time with close friends and family.