

Talyah Regusters

Resumé

Raleigh, North Carolina

She/hers

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Experience

LMR Digital Marketing: Chicago, IL — Marketing Manager

November 2021 - **PRESENT (Do not contact)**

Currently oversee and manage the websites & marketing operations of thirteen mental & behavioral health practices across the U.S. to gain more clients, staff, and event attendance.

Choosing Therapy: Brooklyn, NY — SEO & PR Manager

August 2020 - November 2021

Increased traffic to our mental health website from less than 10 thousand, to now over 3 million monthly readers. Increased visibility of the company & our EHR directory of therapists by working with media publishers and optimizing our articles for Search Engine Optimization.

Freelance Website Developer & Advertiser: Gastonia, NC

June 2014- Present

My journey in building my online skills began in high school when I first started pursuing my curiosities about becoming a professional advertiser. By building websites for myself and others in my hometown community, I was able to create an experienced foundation for multiple years on my own before receiving professional training in the workplace and obtaining professional certifications.

Education

North Carolina State University

August 2017 - May 2020

Bachelor's degree in Philosophy & Psychology.

Graduated with Honors (Cum Laude) & Dean's List.

Psychology Club, American Marketing Association.

Gaston Early College High School & Gaston College

August 2012 - May 2017

Dual enrollment in high school & community college.

Graduated with high school diploma, Associates of Arts Degree, and Associates of Science Degree; all with Honors.

PROFESSIONAL SKILLS

- Project Management
- Website Design, Security, Development, & Maintenance
- Search Engine Optimization
- Social Media Management
- Facebook Ads
- Instagram Ads
- Google Ads
- Graphic Design (Flyers, brochures, etc.)
- Email Marketing
- CRM Management
- Job Recruitment Marketing
- Ad Data & Website Analytics

CERTIFICATIONS

- Google Search Ads Certified
- Facebook Ads Creative Strategy Certified
- WordPress Website Developer Certified Expert

OUTSIDE OF WORK

Outdoor activities, Martial Arts (Brazilian Jiu-Jitsu & Boxing), Video Games, Hiking, Writing, Reading, & cuddling with my cat.

**Mental Health Companies I've directly worked with as clients (35+).
I have also worked with dozens more which are not listed here.**

Please Note:

These clients have **not** given permission to contact them.

Business Name	Location	Business Services
Acacia Collaborative Psychological Services	North Carolina	Psychotherapy for individuals, couples, & families
SouthLake Counseling	North Carolina	Psychotherapy for individuals, couples, & families
Psych Online	United States	Therapist EHR Software
Avena Psychological Services	New York & New Jersey	Psychotherapy for individuals, couples, & families
Life's Hope Therapeutic Services	Colorado	Psychotherapy for individuals, couples, & families
Indigo Therapy Group	Illinois	Psychotherapy for individuals, couples, & families
Blissful Minds	New Mexico	Psychiatry, weight loss, & nutrition
Empowered Therapy	Illinois	Psychotherapy for individuals, couples, & families
Abri Psychotherapy	Oregon	DBT therapy for individuals, couples, & families
AOC Outreach Services	Texas	In-home child & teen therapy
Hope Human Services	Washington	Disability Services
Hybridge Learning Group	New Jersey, Virginia, Delaware, & Maryland	ABA therapy & autism services
Katy DBT	Texas	DBT Intensive Outpatient Programs for Teens & Adults
Houston DBT Center	Texas	DBT therapy for individuals, couples, & families
Lark Therapy Group	Virginia	ABA therapy & autism services
Maternal Child Network	Texas	Maternal services & family therapy

Melanated Women's Health	Pennsylvania	BIPOC Women's psychotherapy for individuals
Secure Base Counseling	Minnesota	Psychotherapy for individuals, couples, & families
KAL Therapy	California	ABA therapy & autism services
myHHBS	California	ABA therapy & autism services
Advanced Telemed Services	United States	Radiology Telehealth
Change Factors Analysis	California	ABA therapy & autism services
Lego ABA	California	ABA therapy & autism services
Authentic Change Therapy	Missouri	Psychotherapy for individuals, and couples
Taskids	Texas	ABA therapy & autism services
Behavioral Health Services of Virginia	Virginia	In-home intensive therapy, IOP, & all ages psychotherapy
Virginia ABA	Virginia	ABA therapy & autism services
Nashville Brain Institute	Tennessee	Neurology, psychiatry, psychotherapy, ketamine
Bouquet Health Services	California	ABA therapy & autism services
Tansy Health Services	California	ABA therapy & autism services
Tiraline	California	ABA therapy & autism services
Motivated Learners	Illinois	ABA therapy & autism services
Early Bloom	California	ABA therapy & autism services
Beyond Behavior	Iowa	ABA therapy & autism services
Leani Therapy ABA	California	ABA therapy & autism services
UMatter Counseling	Ohio	Psychotherapy for individuals, couples, & families
Life Connections	Iowa	Psychotherapy for individuals, couples, & families

Working with a variety of mental health companies has given me the experience to understand the unique needs of each practice, what questions should be asked, and how to increase performance based on the goals of each practice owner while maintaining HIPAA compliance and optimizing for the insurances they accept.