

Alyssa Shapper

CHIEF MARKETING OFFICER

Behavioral healthcare marketing executive



Wellington, FL

732-668-5043

info@alyssashapper.com

alyssashapper.com

Marketing executive with 12+ years in behavioral healthcare, connecting brand strategy, digital acquisition, referral development, and admissions analytics. Experience supporting national expansion, managing multimillion-dollar budgets, and building the systems that make marketing performance visible.

01 / CURRENT LEADERSHIP

Chief Marketing Officer

Arista Recovery

February 2025 - Present

Lead marketing for substance use and mental health treatment programs across Kansas and Ohio.

- **Brand and demand:** Set strategy across digital campaigns, websites, video, and collateral to support brand awareness, referrals, and admissions.
- **Referral development:** Equip business development teams with targeted messaging, outreach tools, training, and partner communications.
- **Performance visibility:** Connect lead quality, conversion, campaign spend, and admissions through executive reporting that informs investment decisions.
- **Marketing operations:** Lead CRM, call-tracking, and referral workflow development to strengthen attribution, intake routing, and follow-up.
- **Community engagement:** Create events, CEU programs, and facility experiences that connect referral partners with clinical teams and services.

CORE EXPERTISE

Brand and creative

Brand positioning
Campaign strategy
Creative direction
Content, video and PR

Acquisition and growth

SEO and paid media
Referral partnerships
Admissions analytics
Conversion strategy

Leadership

Multi-site marketing
Budget management
Agency oversight
Cross-functional teams

Experience

ALYSSA SHAPPER

Chief Marketing Officer

02 / SELECTED RESULTS AT BANYAN

85%

Average year-over-year
web traffic growth

18%

Increase in admissions
conversion rates

\$3.5K

Average CPA, down
from over \$7,000

National Director of Marketing

Banyan Treatment Centers

January 2016 - February 2025

- Helped expand the organization from one brand and facility to **nine brands and 18 facilities across nine states** as part of the joint venture and acquisition team.
- Managed a **multimillion-dollar annual marketing budget** and agency partners across SEO, paid search, web development, and compliance; achieved top Google rankings for transactional keywords.
- Built and managed Salesforce and call-tracking systems and Pardot nurture campaigns. Developed alumni follow-up that produced **20% more readmissions**.
- Directed creative production across **30 social accounts, 15 websites, and 50+ brochures**; grew YouTube to **8,000 subscribers** and monetization.
- Led business development collateral, events, and video production, partnering with admissions, HR, legal, compliance, and operations. Oversaw annual LegitScript certification requirements.

Marketing Analyst / Business Development

The Treatment Center of PB

December 2013 - January 2016

- Produced marketing reports, campaign concepts, and video storyboards and scripts.
- Built referral relationships supporting **8-10 adolescent and 12-15 adult admissions monthly**.
- Developed an alumni follow-up protocol that produced **10% more readmissions**.

EDUCATION

AA Business Marketing Management

Palm Beach State

May 2011 - July 2015

CERTIFICATIONS

Google Digital Marketing

Facebook Marketing

HubSpot Marketing

Salesforce Administrator

PLATFORMS

Dazos Health CRM

CallTrackingMetrics

Salesforce / Pardot

Webflow / Power Automate