

# Tara Statham



## Marketing Manager

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<b>Place of birth</b>	San Antonio	<b>Nationality</b>	American
<b>Driving license</b>	Full	<b>Links</b>	<a href="#">Facebook</a> , <a href="#">Twitter</a> , <a href="#">LinkedIn</a>

### 01 PROFILE

*Experienced Marketing Manager with over a decade of proven experience in running email marketing campaigns and implementing marketing strategies, resulting in a 20% increase in qualified leads. An expert in content, social media and inbound marketing strategies backed by a Master's Degree in Business Administration.*

### 02 EMPLOYMENT HISTORY

10/2017 – Present

#### **Global Marketing Manager at Red September Advertising** *San Diego*

*Enhanced open rate for online customer campaigns by 32% and developed four additional market territories in the Mid-West during the last 18 months.*

- Establish effective working relationships with sales managers and agency team leaders to facilitate appropriate sales enablement of products and services according to market demand
- Provide feedback into product development stages to sales and distribution teams
- Coordinate product launches and roadshow demonstrations
- Develop, establish and maintain marketing strategies to meet organizational objectives
- Effectively manage the marketing, advertising and promotional activities of the organization
- Create case studies based on client testimonials
- Create marketing campaigns across multiple channels
- Responsible for all aspects of projects, meeting deadlines, time management, contingency planning, approval channels and procedures, budgeting, campaign analysis, and tracking and monitoring procedures

12/2013 – 09/2017

#### **Marketing Manager at Gecko Advertising** *San Francisco*

*Executed a Facebook-based marketing program which resulted in a 28% increase of in leads, 30% new subscribers to weekly blog 20K unique email addresses.*

- Execute and manage annual marketing exchanges for the company and its partner clients
- Instrumental in creating loyalty contests and sweepstakes to increase customer membership base

- Approve budgets for the local and regional marketing department as related to consumer events, ongoing consumer, and business-to-business marketing
- Research and coordinate multiple marketing projects simultaneously
- Daily collaboration with legal, sales, tech, PR, social media and editorial teams
- Report to National Marketing Manager regarding market analytics, consumer territories, employer brand perception, and industry trends

09/2010 – 09/2013

### **Assistant Marketing Manager at Take-on-time Online Shopping**

San Antonio

*New market territories increased by an average of 25% in the last 12 months (grew organic traffic by 78% in 12 months).*

- Assist senior manager in developing annual marketing plans and implementing marketing strategies to increase market share
- Project management of marketing initiatives such as developing and tracking schedules, compiling budgets, implementing quality control reviews, and delivering final product solutions
- Create marketing strategies, themes, and messaging aligned with the employer brand
- Analyze via a SWOT analysis, the client pools and industry opportunities to target marketing activities onto areas that will realize best ROI
- Manage and mentor the Marketing Coordinator and Marketing Assistant

## **03 EDUCATION**

04/2019

### **Northwestern Kellogg Institute**

Evanston, IL

Advanced Diploma in Leadership Strategies

02/2011 – 04/2013

### **Stanford University**

Stanford, CA

Master's Degree in Journalism and Social Communications

04/2008 – 04/2010

### **Vermont University**

Montpelier, VT

Bachelor's Degree in Marketing

## **04 SKILLS**

Pricing Strategies

Marketing Analytics

Promotional Campaigns

SEO Marketing

Social Media Management

Strategic Marketing

Campaign Monitoring

Big Data

Advertising Principles

Roadshows

Budgeting

Leadership

Project Management

Google AdWords

Apache

HootSuite

Buffer

AnalyticsPro2

## 05 COURSES

03/2015

**Certified Content Marketer (CCM) at Content Marketing Institute (CMI), Online**

10/2013

**Professional Certified Marketer (PCM) at American Marketing Association, Online**

04/2012 – 04/2019

**Google AdWords Certification at Google Academy, Online**

## 06 LANGUAGES

English



Dutch



German



## 07 HOBBIES

Running, Gaming, Blogging