

Tara Statham, Marketing Manager

1515 Pacific Ave, Los Angeles, CA 90291, United States, email@email.com

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|----------------|-------------|-----------------|------|
| Place of birth | San Antonio | Driving license | Full |
| Nationality | American | | |

LINKS [Facebook](#), [Twitter](#), [Linkedin](#)

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.*

EMPLOYMENT HISTORY

Oct 2017 – Present **Global Marketing Manager, 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

Dec 2013 – Sep 2017 **Marketing Manager, 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

Sep 2010 – Sep 2013 **Assistant Marketing Manager, 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
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EDUCATION

Apr 2019 **Northwestern Kellogg Institute, Advanced Diploma in Leadership Strategies** Evanston, IL

Feb 2011 – Apr 2013

Stanford University, Master's Degree in Journalism and Social Communications

Stanford, CA

Apr 2008 – Apr 2010

Vermont University, Bachelor's Degree in Marketing

Montpelier, VT

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

COURSES

Mar 2015

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

Oct 2013

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

Apr 2012 – Apr 2019

Google AdWords Certification, Google Academy, Online

LANGUAGES

English

Native speaker

Dutch

Native speaker

German

Good working knowledge

HOBBIES

Running, Gaming, Blogging