

TARA STATHAM

Marketing Manager

1515 Pacific Ave, Los Angeles, CA 90291, United States

email@email.com

Place of birth *San Antonio* Nationality *American*
Driving license *Full*

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.

EXPERIENCE

❖ **Global Marketing Manager, Red September Advertising** Oct 2017 – Present

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

San Diego

- 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

❖ **Marketing Manager, Gecko Advertising** Dec 2013 – Sep 2017

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.

San Francisco

- 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

❖ **Assistant Marketing Manager, Take-on-time Online Shopping** Sep 2010 – Sep 2013

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

San Antonio

- 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

EDUCATION

- ❖ **Northwestern Kellogg Institute** Apr 2019
Advanced Diploma in Leadership Strategies Evanston, IL
- ❖ **Stanford University** Feb 2011 – Apr 2013
Master's Degree in Journalism and Social Communications Stanford, CA
- ❖ **Vermont University** Apr 2008 – Apr 2010
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

- ❖ **Certified Content Marketer (CCM)** Mar 2015
Content Marketing Institute (CMI), Online
- ❖ **Professional Certified Marketer (PCM)** Oct 2013
American Marketing Association, Online
- ❖ **Google AdWords Certification** Apr 2012 – Apr 2019
Google Academy, Online

LANGUAGES

- English *Native speaker* Dutch *Native speaker*
 German *Good working knowledge*

HOBBIES

Running, Gaming, Blogging