



# Tara Statham

## Marketing Manager

Los Angeles, United States email@email.com

### Details

1515 Pacific Ave

Los Angeles, CA 90291,  
United States

Date / Place of birth

San Antonio

Nationality

American

Driving license

Full

### Links

Facebook

Twitter

LinkedIn

### Skills

Pricing Strategies

Marketing Analytics

Promotional  
Campaigns

SEO Marketing

Social Media  
Management

Strategic Marketing

Campaign Monitoring

Big Data

Advertising Principles

Roadshows

Budgeting

Leadership

### 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

San Diego

#### Global Marketing Manager at Red September Advertising

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

San Francisco

#### Marketing Manager at Gecko Advertising

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

Project Management

Google AdWords

Apache

HootSuite

Buffer

AnalyticsPro2

## Languages

English



Dutch



German



## Hobbies

Running, Gaming,  
Blogging

Sep 2010 – Sep 2013

San Antonio

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

*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

## Education

Apr 2019

Evanston, IL

### Northwestern Kellogg Institute

Advanced Diploma in Leadership Strategies

Feb 2011 – Apr 2013

Stanford, CA

### Stanford University

Master's Degree in Journalism and Social Communications

Apr 2008 – Apr 2010

Montpelier, VT

### Vermont University

Bachelor's Degree in Marketing

## Courses

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