

Tatiana Phillips

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SUMMARY OF QUALIFICATIONS

- Initiative-taker who is comfortable researching and developing content strategies, social media strategies, and traditional and digital marketing plans.
- An outside-of-the-box thinker who thrives on collaborating with others to solve problems.
- An academic who enjoys learning, figuring out new tools and technologies, and is comfortable teaching others.
- A meticulous person who loves making checklists to ensure the quality of work and not to miss a step.

PROFESSIONAL EXPERIENCE

Founder, Marketer

Let's Taco 'Bout Marketing

April 2020 – Present

Lakeland, FL

- Doubled annual revenue goals for a local mobile dry bar by developing and implementing successful social media marketing strategies.
- Analyzed social media data to drive content strategies, create new campaigns, and provide insights to clients.
- Manage strategy and execution of digital marketing campaigns for multiple clients simultaneously.
- Doubled foot traffic and new clients for Chiropractor's office by consulting the business owner on marketing best practices for traditional and digital marketing.
- Crafted compelling SEO-driven blogs for multiple clients in the life coaching, business coaching, marketing coaching, and cannabis spaces.
- Fielded research and developed a 12-month digital and traditional marketing plan for a local nonprofit.

Fractional Chief Marketing Officer

#LiveAuthentic Brands

March 2019 – June 2019

Boston, MA

- Provided organizational leadership and collaborated with executive partners to establish long-term goals, strategies, and company policies.
- Improved internal processes and stimulated organizational efficiency by evaluating workflow, communicating with leadership, devising strategic improvements to resolve issues, leveraging existing tools such as HubSpot CRM, and spearheading necessary operational updates.

Marketing Manager*Lone Wolf Battery & Solar***December 2018 – February 2019***Lakeland, FL*

- Increased sales leads by 40% by optimizing marketing approaches to capitalize on new market trends and capture new customer groups.
- Researched market competitors to identify potential new products and service opportunities.

Freelance*MTV2***May 2005 – September 2005***New York, NY*

- Strengthened product branding initiatives by researching and developing content for the Local360 database for MTV2 for over one hundred cities across the U.S. to maximize outreach.
- Analyzed consumer behaviors and market trends, adjusting database content based on current knowledge.

EDUCATION

M.S. in Integrated Marketing Communications*West Virginia University***August 2017 – December 2018***Morgantown, WV***B.A. in Communication Arts***Marymount Manhattan College***September 2002 – May 2006***Lakeland, FL***CERTIFICATIONS**

Sprout Social Platform*Sprout Social***September 2021****Social Media Marketing: Strategy & Optimization***LinkedIn Learning***September 2021****Advanced Lead Generation***LinkedIn Learning***September 2021****SKILLS**

- HubSpot CRM, Slack, Trello, Canva, Adobe Photoshop, Adobe Illustrator, Filmora Wondershare, Quark
- Project Management, Department Lead
- Collaborator, Empathy, Self-management, Problem-Solving, Communication, Cheerful outlook