

Tatiana Phillips

Tatianaphillips631@gmail.com | (863) 899-2864 | linkedin.com/in/tatiana-phillips-digitalmarketer/

SUMMARY OF QUALIFICATIONS

- Self-starter 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 once I figure it out.
- A detailed-oriented person who loves making checklists to ensure the quality of work and not to miss a step.

PROFESSIONAL EXPERIENCE

CEO, Marketer

April 2020-Present

Let's Taco 'Bout Marketing

Lakeland, FL

- Developed and implemented successful marketing strategies that exceeded annual revenue goals by double.
- Performed market research to create buyer personas and analyze customer behavior, purchasing habits, trends, and preferences.
- Analyzed social media analytics to drive content strategies, create new campaigns and provide insights to clients.
- Manage strategy and execution of digital marketing campaigns for multiple clients simultaneously.
- Coached several small business owners on marketing best practices for traditional and digital marketing.
- Researched and composed SEO-driven blogs for 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 nonprofit.

Fractional Chief Marketing Officer

March 2019-June 2019

#LiveAuthentic Brands

Remote (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.
- Formulated and launched marketing and promotional campaigns to maximize profits.
- Leveraged industry trends and competitive analysis to improve marketing campaign performance.

Marketing Director*Lone Wolf Battery & Solar***December 2018 - February 2019***Lakeland, FL*

- Analyzed competitive environment and consumer trends to stay on top of changing markets and environments.
- Researched market competitors to identify potential new products and service opportunities.
- Optimized marketing approaches to capitalize on new market trends and capture new customer groups.
- Strategized and executed campaigns, SEO, and marketing activities to align with brand voice and target consumer demographics.

Freelance*Viacom – 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 100 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***New York, NY***CERTIFICATIONS**

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

- Project Management
- Social Media Marketing
- Lead Generation
- Campaign Strategy
- Copywriting
- Content Strategy
- Hubspot CRM
- Adobe Photoshop
- Canva
- Trello
- Slack