

Tatiana Phillips

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SUMMARY OF QUALIFICATIONS

- Initiative-taker and self-directive who is comfortable starting new projects and tasks but is open to receiving guidance and feedback.
- An outside-of-the-box thinker who thrives on collaborating with others to solve problems.
- A quick learner who enjoys delving into new tools and technologies and is comfortable teaching others.
- A meticulous person who loves making checklists to ensure the quality of work and not miss a step.

PROFESSIONAL EXPERIENCE

Founder, Marketer

Let's Taco 'Bout Marketing

April 2020 – Present

Lakeland, FL

- Increased annual revenue by double for a local mobile dry bar within six months by developing and implementing successful social media marketing strategies.
- Analyzed social media data to drive content strategies, create new campaigns, and provide client data insights.
- Manage strategy and execution of organic digital marketing campaigns for multiple clients simultaneously for Facebook, Instagram, and Pinterest. The accounts ranged from startups with under 100 followers to gaining up to 1200 new followers in less than a year. On average, the account with 1300 followers received an engagement rate of 37%.
- Doubled foot traffic and new clients for a 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 life, business, marketing, and nonprofit coaching.
- Fielded research and developed a 12-month digital and traditional marketing plan for a local nonprofit to gain brand awareness among the communities of five counties, gain additional practitioners and hospitals to partner with, and increase brand awareness to potential donors.
- Designed and developed several websites for a yoga instructor, a nonprofit organization, two authors, and a local hairstylist, and modified a website for a performer/dancer.
- Increased Instagram impressions for a podcast by 806%, gained 20% new followers in three months, and increased Spotify listeners by 30%.

Fractional Chief Marketing Officer*#LiveAuthentic Brands***March 2019 – June 2019***Boston, MA*

- Led 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 organically 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.

Assistant Chief Operating Officer*Vecchio, Carrier, Feldman & Johannessen, P.A.***July 2012 – November 2018***Lakeland, FL*

- Saved law firm \$150,000 after auditing processes in Accounts Payable/Receivable and suggested and implemented more efficient practices.
- Launched a bi-weekly email newsletter for clients based on meeting with subject matter experts to generate content and provide repurposed content for the Facebook page.
- Led the File Clerk department as a Project Manager and Supervisor.
- Promoted from File Clerk to Assistant COO in less than one year.

Freelance Affiliate Sales & Marketing Asst.*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 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*

PROFESSIONAL ORGANIZATIONS

EMERGE Lakeland, *Marketing Committee*
The Longest Table, *Marketing Committee*

August 2015 – December 2018
January 2019 – February 2019

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, Google Suite
- Project Management, Department Lead
- Collaborator, Empathetic, Self-management, Problem-Solving, Communication, Cheerful outlook