

Tamara L. Cooper

Irving, Texas 75039

Phone: (770) 364-5445 Email: cooper.tammyl@gmail.com

LinkedIn: www.linkedin.com/in/coopertammyl

SUMMARY OF QUALIFICATIONS

Senior Marketing Manager with leadership experience combining multi-channel marketing and sales, to deliver substantial revenue growth in highly competitive markets. Core competencies include vendor management, strategic market planning, (KPI) key performance indicators review, client relationship management, vendor management, team leadership, sales, email, A/B testing, direct mail, SEO, SEM, digital media, brand and campaign management. I have successfully managed accounts, products and key brands within the following industries: Healthcare, Real Estate, Energy and Utilities, Business to Business (B2B), Business to Consumer (B2C), Non-Profit, Telecom, Multi-Family, Quick Service Restaurants (QSR) and Consumer Product Goods (CPG).

- Team management and performance development.
- Account management, traditional and digital marketing.
- Adept at planning and managing multi-channel marketing campaigns from start to finish.
- Proven track record of attaining excellent service, brand growth, retention and bottom-line revenue.
- Results-oriented in deadline-driven operations and the ability to identify and resolve challenges in initial stages.
- Ability to provide comprehensive service for managed responsibilities including vendor management and sales support.
- Skilled in collaborating with cross-functional teams to create and implement Creative Briefs, Business Requirement Documents (BRD), Service Level Agreements (SLA), Statement of Works (SOW), Standard Operating Procedures (SOP), Rough Order Magnitude (ROM) and Budgets
- CheethaMail, Omniture Marketing and Web Analytics, Oracle Eloqua Marketing Automation, Salesforce, SilverPop, HealthGrades CRM, Hootsuite® and Media Funnel Social Media Dash Board Management, Google AdWords, QR Codes, Microsoft Windows® operating system, Experian Database Marketing Tool, Acxiom Consumer Data Mining, Crossbow Data Analytics System, Google SmartSheet Project Management System, InfoUSA Prospecting Portal

PROFESSIONAL EXPERIENCE

TRACTMANAGER, HOSPITAL STRATEGIC SOURCING— Dallas, TX

7/2018-Present

Senior Marketing Manager

As Senior Marketing Manager, I have expertise in branding, lead generation, and event management as well as experience working in B2B marketing and payer markets including insurance carriers, other third-party payers, and/or health plan sponsors. I am responsible for developing and executing branding and marketing strategies, which include the development of conference and tradeshow plans, collateral, website, solution decks, brochures, case studies, video storyboards and social networking tactics to drive demand for both provider and payer product solutions and professional services.

Brands: TractManager, Hayes Inc, MD Buyline and MediTract.

- Lead marketing initiatives to highlight the unique benefits of products and services.
- Develop and implement regional and national programs/campaigns to existing clients to expand product and service awareness and to help expand the payer business.
- Execute traditional, digital, and social-network marketing programs. Collaborate with Marketing writers, designers, and other internal resources to effectively roll out campaigns that are timely and relevant to defined target audiences.
- Measure, analyze, and report on marketing activities. Determine effectiveness and recommend changes for the future.

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- Research, evaluate, and propose marketing tactics and tools for the digital space.
- Collaborate with cross-functional teams across the enterprise to attain business objectives.
- Research, recommend, and manage tradeshows targeted to the payer market.
- Write print and digital content for payer audiences.

RR DONNELLEY COMMUNICATIONS, HEALTHCARE SOLUTIONS– Dallas, TX

3/2013-7/2018

Senior Program Manager, Marketing

As Senior Program Manager, I am the primary contact and client-facing liaison between stakeholders and cross-functional team members. I am responsible for client relationship management, cross-sells, branding requirements, planning, implementation and managing strategic Healthcare Communication, Medicaid, Medicare and Commercial health marketing programs to achieve provider market objectives. I ensure the professional partnership between RR Donnelley and the clients remain strong and mutually beneficial for both teams.

Clients: Memorial Hermann Hospital, Memorial Hermann Health Plan, Freedom Health, Beacon Health System, Harvard Pilgrim, Universal Health Services (UHS), Universal American Health and Wellcare Health Plans.

- Led Protected Health Information (PHI) data mailings and digital communication.
- Partner with healthcare compliance managers during audits and programs approval process.
- Provide leadership, career development and procedural assistance to junior team members.
- Manage healthcare marketing-communication programs, project timelines and client relationship across multiple platforms.
- Collaborate with stakeholders to create and execute strategic patient acquisition and retention CMS and HIPAA regulated marketing programs.
- Consult and implement healthcare marketing-communication programs including informational collateral, direct mail, digital media and email.
- Played a key role in closing a new account totaling over \$1 Million bottom-line revenue.
- Realigned workflow processes streamlined programs and reduced project time to save over \$500,000 dollars annually.
- Proactively matured a portfolio of client relationships by continuously proposing new products and services to generate new business and incremental revenue.
- Developed and delivered all required KPI analysis, reporting and presentation material for sales forecasting as well as campaign cost, budget, schedule, and performance monitoring.
- Create and implement Business Requirement Documents (BRD), Service Level Agreements (SLA), Statement of Works (SOW), Standard Operating Procedures (SOP), Rough Order Magnitude (ROM) and Budgets.

DELUXE FINANCIAL CORPORATION– Dallas, TX

2011-3/2013

Marketing Specialist

As a Marketing Specialist, I oversaw consulting and development of business to business promotional marketing strategies. My responsibilities included working with small business owners to increase brand awareness through promotional products, SEM, SEO and multi-channel marketing. I composed creative briefs, led campaign kick-off meetings performed on-site press checks and collaborate with internal and external cross-functional teams including digital designers, communications, product management, vendor and agencies.

- Vendor Management.
- Led marketing strategies utilizing database vendors and segmented markets.

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- Managed email programs obtaining a 32% open rate and 4.28% click through.
- Developed all required marketing KPIs, competitive analysis, reporting and presentation material.
- Managed internal and external communication encompassing publications, events, and press releases.

VALASSIS MEDIA AND MARKETING – Houston, TX

2007- 2011

Senior Account Manager, Marketing

As Senior Account Manager, I led multi-channel shopper marketing programs including free-standing inserts, direct mail and digital media management of CPG, QSR, B2C and telecom accounts. My responsibilities included client relationship management, sales, multi-marketing program management, KPI analysis, agency and vendor management.

Clients: Papa John's Pizza, Smoothie King, Sports Clips, America's Mattress, Ashley Furniture, Whataburger, Serta-Mattress, Kroger Food Store, Handy Andy Food Market, Mr. Rooter, City Market Foods, Gerland's Food Town, Market Basket Foods, Lay-Z-Boy Furniture, Fuddruckers Inc., Backyard Burger, Mr. Gattis Pizza, Pollo Campero, Pizza Inn, Mrs. Winners Chicken and Cox Communications.

- Led team as Subject Matter Expert (SME).
- Led programs by setting campaign goals and creating project plans.
- Resolved program challenges during the proposal, strategy and implementation stage.
- Provided strategic consultative leadership across all management levels and functions.
- Up-sold and managed Valassis digital media resources and support services resulting in 60% account revenue increase after performing a variety of shopper marketing functions including customer targeting and defining and executing a marketing mix to influence shopper behavior.

RESPONSE MEDIA AGENCY – Norcross, GA

2005 to 2007

National Account Executive

As National Account Executive, I performed a variety of sales, marketing and account management functions including communicating with c-level officers and leading cross-functional teams regarding multi-channel marketing programs. I developed creative briefs and business proposals containing strategies utilizing competitive analysis, improved product exposure and guide clients to the most profitable marketing options and techniques.

Clients: National Parkinson Foundation, Susan G. Komen, National Association of Realtors, Homes.org, AT &T, Procter and Gamble, Home Depot, Brides to Be, Georgia Trend Magazine, Hr.com, American Law Media, ADP, Benefits and Compensation Solutions Magazine, Manufactures News Inc. and Audio Digest Foundation.

- Managed a partnership with clients positioning Response Media as a valued and trusted partner.
- Initiated review of market penetration by utilizing Key Performance Indicators (KPI); examined return on investment; and established new market opportunities.
- Planned, implemented and managed multiple digital, email and print marketing projects from start to finish.

EDUCATION

UNIVERSITY OF HOUSTON VICTORIA—Victoria, Texas
Corporate Communication, Bachelor of Science

HOUSTON COMMUNITY COLLEGE— Houston, Texas
Communication, Associate of Arts

HOUSTON COMMUNITY COLLEGE— Houston, Texas
Marketing Management, Certification