

Tamara (Tammy) Cooper

My experience as a Senior Marketing Manager, planning and managing multi-channel marketing campaigns has ensured that I am excellent at leading, coordinating and supervising the planning and execution of multiple projects. I possess a strong knowledge of marketing and strategic program planning that enables me to prioritize goals and timelines by building client relationships to deliver optimum results.

I currently lead a team of 5 individuals and work with internal and external cross-functional departments. My team works from initial consult, program strategizing, through development, launch and KPI Analytics. As you will note, I am not a beginner, but rather a seasoned professional with career experience, encompassing leadership responsibilities in the following areas:

- Salesforce
- Budget Management
- Project Management
- Vendor Management
- Promotional Products
- Promotional Marketing
- Campaign Management
- Strategic Marketing Planner
- Eloqua Marketing Automation
- Marketing Collateral Creation
- Budget and Cost Management
- Team Leadership and Development
- Account Development and Sales Support
- Tradeshow Collateral and Representation
- Omniture Data Interpretation and Analysis
- Client Facing and Client Relationship Management
- Direct Mail, SEO, SEM, Print Marketing, Email Marketing, Social Media and Digital Marketing
- Creative Briefs, Bid and Contract Composition, Business Requirement Documents (BRD), Service Level Agreements (SLA), Standard Operating Procedures (SOP) and Statement of Work (SOW)

I regularly lead program status meetings via conference call and WebEx with cross-functional team members to define, or reassess goals and develop program timelines that support the completion of agreed upon deliverables. I report status of programs through detailed project summaries, analytics, and metrics. Apart from presenting project statuses to key stakeholders, I present and work with cross-functional C-level partners to affirm programs are growing and staying aligned with corporate goals.

My career experience and commitment to excellence would complement your team positively; allowing me to be productive and support company goals from the date of hire.

Warm Thanks,

Tamara L. Cooper

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Enclosures: Resume