

# Tammy Kazmierczak

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## MARKETING & COMMUNICATIONS EXECUTIVE

Creative, ROI-focused Marketing and Communications Executive with over 20 years of experience leveraging strategic assessment, analytical planning, business development, and financial resources management acumen to effectively lead daily operations, direct staff, and manage projects. Design and drive high-impact, cost-efficient initiatives that increase revenues, profitability, and market share. Visionary leader and creative thinker attuned and responsive to customer feedback, skilled in complex project development, direction, and execution, and driven by stakeholder bottom-line success. Track record leading innovative marketing and communications projects to propel company and brand images.

## CORE COMPETENCIES

B2B / B2C Marketing	Strategic Planning & Analysis	RFQ & RFP Development
Business Development	Brand Development & Management	Public Relations
Budgeting & Forecasting	Customer Resource Management	MarCom Strategy
Campaign Management	Corporate Communications	Market Positioning & Research

## EXPERIENCE SUMMARY

### ADROIT HEALTH GROUP, McKinney, TX

2016 – Present

#### *VP of Marketing & Communications*

- Lead and direct graphic design and training teams, coordinating workflow and driving the development, launch and fulfillment of consumer insurance products for sale via e-commerce through licensed call centers.
- Develop and edit content for product marketing materials, agent communications, corporate marketing collateral and company website.
- Collaborate with sales management team to formulate and implement strategy for corporate branding, as well as internal processes and procedures.
- Prepare and deliver communications and training for sales leaders and field agents including compliance/regulatory notifications, product launches and updates, and enrollment system updates.
- Conceptualize and execute drip email campaigns to new and existing customers.

#### *Notable Achievements*

- Increased annual sales from \$500,000 per month in year one to \$8.5M per month currently.
- Researched and developed new insured and non-insured products in conjunction with insurance carriers, and internal compliance and sales teams.
- Implemented online agent training system to document completion of training and capture test scores in order to maintain regulatory and insurance industry standards.

### HOMELAND HEALTHCARE, Allen, TX

2013 – 2016

#### *VP of Marketing*

- Directed team of product managers, marketing generalists, graphic designers, training managers, web developer and fulfillment coordinators to execute voluntary employee benefit and corporate marketing programs and initiatives.

#### *Notable Achievements*

- Grew marketing team from 5 to 15 direct reports.
- Steered the planning and development of company marketing and communications efforts including print collateral, digital and web design, direct mail, trade show execution and public relations
- Led cross-selling initiatives of third-party administration services.
- Oversaw major and high-profile client accounts and coordinate the management of all other accounts.
- Captured \$250,000+ in supplementary corporate revenue through development of templated collateral and microsites for group insurance business customers.
- Reduced fulfillment shipping costs 25% annually by combining multiple product mailings.

**WALKER MARKETING, Concord, NC****2012****Senior Account Manager**

- Directed daily activities and initiatives involving various projects and campaigns.
- Formulated and maintained annual print, broadcast, direct mail, media and production schedules to ensure deadlines were met.
- Collaborated with creative, web/digital, public relations and production teams to develop project schedules.
- Communicated updates and project changes to internal and client teams and resolved project issues.

**Notable Achievements**

- Managed agency's largest healthcare account with \$1.5M in annual billings as well as overseeing outside vendors, consultants and freelancers.

**PRODIGY DIABETES CARE, Charlotte, NC****2010 – 2012****Senior Marketing Manager**

- Managed the marketing, sales management and execution of product lines including pricing, promotions, new product support, distribution, budgeting and special projects.
- Oversaw one contract administrator, providing constructive feedback on performance and goals.
- Worked with new and existing accounts on contracting/pricing, order placement and tracking, distribution, and issue resolution, as well as identifying growth opportunities.

**Notable Achievements**

- Developed marketing plans and programs that target varied distribution channels.
- Conducted competitive research on DME, Retail and Medicaid channels.
- Designed and produced company's first product training manual for sales team.

**LOEFFLER KETCHUM MOUNTJOY, Charlotte, NC****2006 – 2009****Senior Account Manager**

- Oversaw the work of one account coordinator.
- Leveraged expertise in print, collateral, direct mail, trade shows/special events, and sweepstakes programs.
- Liaised between account management and other departments to ensure successful program integration.
- Served as account liaison to tourism partners, outside vendors and industry consultants.

**Notable Achievements**

- Planned and implemented multi-media programs for agency's largest account, NC Tourism.

**EDUCATION****Bachelor of Arts, Communications, University of North Carolina, Greensboro****TECHNICAL EXPERTISE**

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

CRM Enrollment System

SmartSheet® Project Management Software

Survey Monkey

Adobe Acrobat