

TIFFANY J. WHALEN

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DIGITAL MARKETING SPECIALIST



SKILLS

- Digital Marketing Strategy | Email Marketing | Web Content Management | Website Design & Administration | Social Media Marketing | Search Engine Optimization | Website Copywriting | Employee Management | Public Relations | Traditional Advertising | Event Planning | Graphic Design

Software & Programs:

- HTML | CSS | Informz | Hootsuite | SharePoint | Weebly | Joomla | Corel Draw | Photoshop | Dreamweaver | Google Analytics | Google Webmaster Tools



EMPLOYMENT HISTORY

Financial Planning Association® | Denver, CO

11/2014-Present

Digital Marketing Specialist

- Manage email marketing including responsive design, A/B split testing, data analysis, application of highest performing methodologies, automation, segmentation, strategic scheduling & CAN-SPAM compliant communication preferences of lists exceeding 191,000, successfully delivering 6.9 million emails each year.
- Implement website design, content & troubleshooting edits for www.onefpa.org & www.plannersearch.org.
- Produce unified digital deliverables & tactical marketing plans in collaboration with all departments.
- Assist with social media management (Facebook, Twitter & LinkedIn) as needed.

Beyond Indigo: Veterinary Division | Lexington, KY & Castle Rock, CO

2/2012-7/2014

SEO Website Copywriter

- Collaborate with clients (veterinarians), project managers & editors to create professional, multi-functional marketing content for veterinary hospital websites nationwide.
- Obtain technical knowledge of veterinary science & translate it to the public's level of understanding.
- Incorporate advanced SEO (search engine optimization) tactics into content.
- Integrate client edits while maintaining integrity of diction & company SEO standards.

Kentucky Eagle, Inc. & Anheuser-Busch | Lexington, KY

3/2008-3/2013

Marketing Specialist & Corporate Social Responsibility Coordinator (8/2009 — 3/2013)

- Managed traditional & digital marketing & PR initiatives (for brands such as Budweiser, Monster Energy, Arizona Tea & over 400 more) to increase sales, product distribution & demand in 37 KY counties.
- Communicated marketing & CSR efforts throughout company to create cohesive messaging & accurate execution of programs.
- Built & maintained online presence from scratch targeting retailers, consumers & suppliers.
- Achieved a correlation between comprehensive online marketing efforts & a \$1.6 million growth in gross revenue.
- Budgeted, planned & implemented \$50,000 Anheuser-Busch Corporate Social Responsibility programs annually.
- Organized charitable sponsorships & donations.
- Sustained positive relations & communicated monthly pricing correspondences to top 20 key accounts.
- Taught TIPS classes (Training for Intervention Procedures) to retail establishments.

Contemporary Marketing Representative (3/2008 — 7/2009)

- Innovated, implemented & secured promotional events with key accounts to boost product awareness, placement & sales.
- Supervised, managed & hired AB ambassadors (up to 15 employees at once).
- Contributed to creative direction of local radio, internet & print campaigns.
- Spoke as Budweiser brand rep & personality on weekly Clear Channel radio show (100.1 WKQQ).
- Developed & upheld superb relationships with all clientele.

Tops in Lex Magazine / Top Marketing Group | Lexington, KY

12/2007 — 4/2008

Marketing Apprentice

- Generated new website users through inventive marketing tactics.
- Promoted clients & sponsors at numerous local events.
- Provided critiques, ideas & articles to enhance website content.
- Served as event photographer.

Urban Active / Gold's Gym | Lexington & Louisville, KY

5/2007 — 11/2007

Membership Sales Consultant

- Sold gym memberships & encouraged member retention.
- Ranked among top 5 sales people in the KY, OH & TN regions in June, July, & August.
- Supported marketing department with grand opening promotions.

University of Kentucky | Lexington, KY

6/2004 — 5/2006

Conference & Event Aide / Student Assistant

- Addressed new students & families in public seminars to audiences in range of 50 - 300.
- Helped with coordination & execution of UK Summer Conferences for new & transfer students.
- Aided recruitment office with direct mail & events.
- Conducted campus tours.

Lexington Horsemen (Pro Arena Football) | Lexington, KY

5/2005 — 9/2005

Sports Marketing Intern

- Performed daily promotional tasks to improve ticket sales.
- Researched the use of various marketing tactics as they related to organizational communication theories & concepts.
- Assisted with coordination & execution of scripted on-field activities during games.

Jones & Thomas (Advertising & PR Agency) | Decatur, IL

5/2003 — 8/2003

Public Relations Intern

- Assisted with client booth presentation at an international trade show in Chicago from initial phase to completion.
- Participated in advertising brainstorming sessions.
- Collected, organized & filed client research & marketing materials.

**EDUCATION****University of Kentucky | B.A. | College of Communication & Information Studies**

8/2002 — 5/2006

- Major: Mass Communications | Minor: Spanish

International Studies Abroad | San José, Costa Rica

5/2006 — 7/2006

- Lived with Native Family | Studied Spanish & Culture | 50+ Volunteer Hours at Hospicio de Huéfanos (Orphanage)



VOLUNTEER

- SaddleUp! Foundation | God's Pantry | Jr. Achievement | Habitat for Humanity | Hospicio de Huérfanos



ATTRIBUTES

- Creative | Ambitious | Dedicated | Results-Oriented | Organized | Collaborative | Ethical