



MARKETING PROFESSIONAL

TIFFANIE SMITH

GET IN CONTACT



Tiff's Marketing Portfolio | Previous Projects:
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PERSONAL PROFILE

A Marketing professional with 6 years B2B corporate / agency marketing + PR experience in the mortgage industry, healthcare and health tech industry. Tiffanie is highly skilled and has a passion in digital marketing, event coordination and project management!

AREAS OF EXPERTISE

- Digital Marketing
- Social Media Marketing
- Project Management
- Adobe Acrobat, Adobe Suite
- G-Suite
- Microsoft Office
- Salesforce, Pardot, MailChimp, Constant Contact,
- Wordpress, Wix, Basecamp
- Social Survey, Sendible, Bitable

OTHER SKILLS

- Highly organized
- Team player
- Detail oriented
- Excellent problem solver
- Multitask abilities in a fast paced environment
- Leadership
- Creative
- Critical thinker

LICENSES + CERTIFICATIONS

HubSpot Academy Certified:

- Email Marketing
- Client Management
- Delivering Client Success

CURRENT WORK EXPERIENCE

Marketing Coordinator

KNB Communications | August 2021 – May 2022 – Remote

- Manage and execute internship IDEAS program each semester
- Interview + hire intern candidates per semester
- Edit intern HARO's, blog + social media content
- Create and design professional-looking presentations in Google Slides
- Use stock photography and video in tandem with Adobe Creative Cloud and Canva to create stunning visuals
- Write creatively and strategically, long and short form via company blog
- Strategically develop and execute innovative and measurable digital marketing campaigns that have a meaningful Impact
- Create concept, content and design for relevant marketing campaigns
- Create, design and present proposals to clients daily via google suite
- Create landing pages, social media, email blast and drip campaigns via HubSpot
- Manage and create monthly company newsletter
- Oversee the company culture via birthdays, wellness Wednesday initiative etc.
- Develop and manage end-to-end, scalable social media campaigns

More past work history page 2

EDUCATION HISTORY

UNIVERSITY OF SOUTH FLORIDA

Digital Marketing Certification, Summer 2021

- Member of the Board Of Advisors – Digital Marketing Program, Summer 2021

GEORGIA STATE UNIVERSITY

B.A. Journalism, Minor in Marketing – May 2015

- Marketing & PR Chairmen of the Student Ambassadors, Rialto Center of the Arts
- Sports and News Writer, Associate Sports Editor – The Signal
- PR Communications Intern – GA State Athletics
- President – Omicron Gamma Chapter Sigma Gamma Rho Sorority Inc.



MARKETING PROFESSIONAL

PAST WORK EXPERIENCE

MARKETING COORDINATOR

Luxury Mortgage Corp. | March 2021 – August 2021 | Part time – Remote

- Assisted and created social media content for all social media channels
- Coordinated and executed company trade shows year round
- Creation of email blast via MailChimp
- Created fillable forms via Adobe Acrobat
- Assisted Account Executives in all marketing related needs and task

MARKETING COORDINATOR

Clearedge Lending | March 2020 – May 2020 – Remote

- Coordination and project management of marketing initiatives tasks, including both print and digital collateral and asset.
- Worked closely with Marketing Manager and agency partners to provide feedback and direction on creative, ensuring that brand look and feel is kept consistent
- Assisted with preparing marketing reports by collecting and analyzing email stats, website traffic, events sales data, etc.
- Assisted with creative concepts, reviewing, copy editing and proofing of marketing collateral
- Contributed to the creation of email campaigns and social content
- Assist with website updates and maintenance
- Kept promotional materials ready by coordinating requirements with vendors, inventorying stock, placing orders, verifying receipt
- Assisted with daily administrative marketing duties including business card orders and daily sales requests
- Monitored all social media platforms for ideas, and feedback

MARKETING COORDINATOR

New American Funding | November 2019 – March 2020

- Coordinated the creation and production of sales, marketing, and packaging materials
- Coordinated advertising schedules and placement
- Reviewed specification sheets, obtains and prepares bids, and acts as liaison with vendors in such areas as delivering marketing material, scheduling proofs, and meetings
- Maintained customer database and generates internal database information, such as lists and counts for direct marketing projects.
- Compiled and produces sales and marketing reports
- Maintains inventory of photo work, artwork, and film, and maintains marketing literature, archive files, and sample files
- Coordinated trade show exhibits, promotions, packaging, shipping, and staff travel plans, and travels to and participated in trade shows when necessary
- Helped prepare for involvement in community organizations and events
- Developed and maintained websites, newsletters, emails, social media campaigns
- Contributed to marketing and creative brainstorm initiatives
- Identified and proposed internal/external ideas and initiatives to help promote general awareness of company brand

MARKETING SPECIALIST

Angel Oak Mortgage Solutions | April 2016 – October 2019

- Coordinated and executed two Annual Sales Meeting for the company
- Preparing expense report monthly
- Coordinating new hire trainings monthly
- Providing sales and marketing support for all 80 Account Executives
- Managing all tradeshow across the country
- Coordinating with vendors for Angel Oak promo items
- Organized Bi-Weekly sales call for team
- Creating weekly email blast via Constant Contact
- Providing admin support for company (birthdays, answer all incoming calls, end of month luncheons)
- Update all flyers and files via Program Enhancements
- Preparing welcome boxes for our brokers
- Handling website management via Encompass and Word Press
- Coordinated monthly Welcome Webinars via Go to Webinar to Brokers



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AWARDS

Operational Excellence Award – Angel Oak Mortgage Solutions – 2018