

LATOYA TUCKER

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PROJECT PORTFOLIO

www.visualcv.com/LatoyaTucker

PROFESSIONAL PROFILE

- ✓ Creative marketing professional with 7+ years of success in B2B and B2C marketing, communications, and events
- ✓ Proven ability to streamline processes and manage multiple, complex projects with tight deadlines and competing priorities
- ✓ Strong written and verbal communication skills and thrives in both a team environment and working autonomously
- ✓ Quality oriented self-starter with superb organization skills, work ethic, and attention to detail

SPECIALTIES

Trade Shows & Event Management
Editing
Newsletter Development

Social Media Marketing
Email Marketing Campaigns
Direct Mail Campaigns

RFP/RFQ Proposal Coordination
Marketing Collateral Design
Presentation Development

TECHNICAL/SOCIAL MEDIA SKILLS

Adobe Design CS5
Microsoft Office Suite 2010
Posterous

Facebook
Web Design
Blogging

Twitter
Salesforce
HTML (Basic)

Google Analytics
LinkedIn
Pinterest

Ning
YouTube
Survey Monkey

EXPERIENCE SUMMARY

- ✓ Currently serves as main marketing and sales support for 143 national facilities
- ✓ As head of Marketing Department, managed department budget and furthered all marketing and lead generation, initiatives
- ✓ Experience coordinating corporate marketing and sales collateral, presentations, trade shows, web maintenance, etc.
- ✓ Ability to create, develop, and implement traditional, online, and email marketing campaigns and strategies that create brand awareness and generate clients.
- ✓ Significant experience giving presentations, speaking persuasively, and successfully interacting with various individuals, departments, vendors, and all levels of management.
- ✓ Strong leadership qualities with the ability to lead projects and teams to highly successful results.

PROFESSIONAL EXPERIENCE

Corporate Marketing Project Manager, Insurance Auto Auctions (IAA), Westchester, IL, 2010 – Present

Serves as main marketing and sales support for 143 facilities. Coordinate corporate advertising campaigns including print, email, and website • Manage all logistics of trade shows and conventions • Coordinate multiple branch office events such as branch openings and buyer appreciation events • Track marketing communication requests and out-sources projects • Design marketing collateral, promotional materials, and ad copy layout • Organize and maintain advertising, copy deadlines, and portfolio of marketing materials

Freelance Events Coordinator, Chicago, IL, 2007 – Present

Plan and execute a variety of events and meetings ranging from 70 to 800+ attendees • Design and manage all social media sites to publicize events • Design graphics for print and web media, create promotional flyers, invitations, and media kits • Create online registration, mass email marketing campaigns, online marketing, press releases, and media kits • Coordinate multiple vendors including catering, entertainment, equipment rental, décor, staffing, transportation, lodging and travel • Negotiate contracts with vendors and generate cost estimates, itemized invoices, and budgets • Manage volunteers, committees, contracted talent personnel, sponsors, and participants • Select appropriate vendor and venue that best fit clients' project specifications and budget

Marketing Manager, Direct Medical Data (DMD), Des Plaines, IL, 2008 – 2009

As head of Marketing Department, managed department budget and furthered all marketing and lead generation initiatives • Reduced marketing operational costs over 25% through streamlining the printing process, reducing trade show costs, and eliminating inefficiencies • Managed complete logistics and budget for industry CE trade shows and conferences • Designed company marketing materials, email campaigns, mailings, and media kits • Processed and tracked check requests, purchase orders, invoices, and expense reports to meet and manage project budgets • Created and managed Salesforce.com database of sales leads received • Maintained company website and Google Analytics

Marketing Coordinator, Bekins Van Lines, Hillside, IL, 2007 – 2008

Served as sole marketing and sales support for 10 operational department executives • Coordinated corporate newsletter, new product mailings, competitor analysis, sales proposals, advertisements, new client kits, promotional materials, and sales literature • Produced meeting materials and presentations for senior executives and agents for various conferences and annual sales meetings • Developed meeting evaluations and presented data analysis to CEO • Produced and presented monthly sales trends, leads, and forecasting reports • Maintained databases of leads received from internet inquiries, mass mailings, and email campaigns

Client Services Account Specialist, Catalina Marketing, Schaumburg, IL, 2006 – 2007

Recruited to manage the planning, set-up, and execution of targeted advertising campaigns designs to meet clients' marketing objectives • Served as liaison for clients, Sales, Graphic Designers, and Programmers to obtain and relay project specifications, timelines, and approvals • Managed program budgets, quality checks, and performance

Marketing Assistant/Coordinator, Wiss, Janney, Elstner Associates (WJE), Northbrook, IL, 2004 – 2006

Organized and prepared numerous RFP and RFQ proposal submittals for an engineering/architecture company, which resulted in a profit of over \$3 million • Increased brand awareness and business by 30% for California office • designated as subject matter expert of Deltek Vision project database software • Managed inventory and shipping of marketing collateral and promotional merchandise • Designed direct mail, brochures, and advertisements • Trained engineers, architects, and senior management on marketing, and proposal and business development • Coordinated logistics of numerous annual trade shows participation

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science in Marketing, Communication Minor, Northern Illinois University, DeKalb, IL, 2004

Event & Meeting Planning Certificate, Harper College, Palatine, IL, 2008