

Tiffany Wolff

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Professional Summary:

Results-driven marketing professional with extensive experience in content management and inbound marketing. Proven ability to develop and execute strategic marketing plans to expand brand reach and drive engagement. Strong expertise in digital marketing, social media management, SEO strategies, and analytics interpretation. Excellent communication and organizational skills with an eye for detail. Adept at collaborating with cross-functional teams to reach goals.

Education:

Master of Business Administration, Kennesaw State University GPA: 3.6/4.0

Bachelor of Arts in Communication Studies, Clemson University GPA: 3.6/4.0

Experience:

Customer Relationship Marketing Specialist, Terminix September 2023 – Present

- Leads the development of marketing materials and strategies utilized in retaining and acquiring business.
- Cultivates and customer base through effective segmentation and campaign management.
- Serves as the “voice of the customer” in any Commercial customer experience initiative.
- Identifies infrastructure and process enhancements and leads initiatives to improve campaign development and management.
- Creates and executes specific campaign programs including performance tracking and the identification of gap-closing measures.
- Monitors, analyzes, and communicates campaign program success metrics.

Integrated Marketing Specialist, Leroy Springs & Co. December 2022 – September 2023

- Execute integrated marketing tactics to expand the reach of marketing initiatives.
- Draft and distribute press releases while fostering media relations.
- Manage SEO strategy for all eight LSC websites, ensuring optimal search visibility.
- Develop and implement brand standards for uniform company communications.
- Assist with development and execution of strategic marketing plans.
- Create content and content strategy for digital marketing.
- Produce email marketing campaigns and manage social media platforms.

Marketing Coordinator, Leroy Springs & Co. August 2021 – December 2022

- Coordinated marketing efforts across Leroy Springs & Co.'s family of brands.

- Managed KPI reporting for digital marketing efforts with Google Ads, Hootsuite and Meta.
- Produced content for marketing needs: social media, website, and email marketing.
- Implemented SEO best practices and Google Ads.

Content Manager, Charlotte Parent January 2021 – August 2021

- Created and managed weekly/monthly newsletter emails and online calendars.
- Developed content for website and social media platforms.
- Managed online directories and coordinated directory listings.

Calendar Editor, Charlotte Parent April 2018 - December 2020

- Managed online and print calendar, researching and editing events.
- Maintained relationships with organizations and coordinated events.
- Created content for website, social media, and print magazine.

Retail Marketplace Insights Analyst, Comag Marketing Group, LLC November 2014 - December 2015

- Coordinated promotional efforts and performed sales analysis.
- Liaised with marketing managers and stakeholders.
- Conducted sales order analysis using Excel and Lotus Notes.

Category Analyst, Comag Marketing Group, LLC May 2012 - September 2013

- Analyzed national sales data and created reports for retail magazine promotions.
- Collaborated with retailers to analyze data and suggest sales strategies.
- Utilized Excel, Access, Business Objects, Safeway Optura, and Nielsen Spectra.

Project Coordinator, Comag Marketing Group, LLC December 2010 - May 2012

- Managed point-of-sale data coordination and reporting.
- Coordinated distribution and communication among stakeholders.
- Assisted in successful promotion and distribution of magazines.

Investor Services Coordinator, Steben & Company, INC. January 2009 – November 2009

- Provided support to sales and operations groups.
- Assisted financial advisors and private investors.
- Managed account maintenance and documentation collection.

Skills:

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|---------------------------|----------------------------|---------------------|
| • Integrated marketing | • SEO strategy | • Brand consistency |
| • Social media management | • Analytics interpretation | • Content creation |