

Tiffany Wolff

Fort Mill, South Carolina · tiffanylwolff@gmail.com · 678.360.1880

Professional Summary

Results-driven marketing professional with 10 years of diverse communications experience. Proven ability to develop and execute strategic marketing plans to expand brand awareness and drive growth. Experience in digital marketing, social media management, SEO strategy, and analytics. Track record of success through promotions.

Skills

- CRM Strategy
 - Content Creation
 - SEO Strategy
 - Marketing Analytics
 - Email Marketing
 - Social Media Management
-

Work History

Customer Relationship Marketing Specialist, Rentokil Terminix

September 2023 – Present

- Leads the overall planning and development of customer relationship marketing strategy.
- Cultivates the customer base through effective segmentation and campaign management.
 - Planned and executed the all-new B2B customer nurture series and “win-back” campaign for canceled customers.
- Serves as the “voice of the customer” in any B2B customer experience initiative.
 - For example, I serve as a stakeholder in the development of our customer portal.
- Identifies infrastructure and process enhancements and leads initiatives to improve campaign development and management.
 - I launched a new customer upsell initiative for the field, which included procuring a new business partner, management buy-in, cross-functional collaboration with field representatives, and design implementation with Brand and Legal teams.
- Creates and executes specific campaign programs, including performance tracking and the identification of gap-closing measures.
- Monitors, analyzes, and communicates campaign program success metrics.
 - I created a CRM tracking model for analysis of email KPIs and retention metrics.

Integrated Marketing Specialist, Leroy Springs & Co. (LSC)

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.
 - I served as a key stakeholder and agency coordinator for LSC’s rebrand project.
- Assist with development and execution of strategic marketing plans.
- Create content and content strategy for digital marketing.
 - I created and maintained content calendars for seven brands simultaneously.
- Produce email marketing campaigns and manage social media platforms.
 - I increased social following by 30 percent in two years.

Marketing Coordinator, Leroy Springs & Co. (LSC)

August 2021 – December 2022

- Coordinated marketing efforts across LSC'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 installed and utilized Google Ads for reporting.

Content Manager, Charlotte Parent

January 2021 – August 2021

- Created and managed weekly/monthly newsletter emails and online calendars.
- Developed content for the company 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.
- Developed 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.

Education

- Master of Business Administration (MBA): Kennesaw State University, Graduated 2010
- Bachelor of Arts: Communication Studies, Journalism, Clemson University, Graduated 2007