



Tiffany Vaiksnoras

tiffanyvaiksnoras.com

PROFESSIONAL EXPERIENCE

NetRoadshow & Apparity

November 2021 - Present
Remote | Atlanta, GA

Marketing Coordinator

- Manage our social media presence which in 1 year has increased **followers by an average of 72%, page views by an average of 52%, unique visitors by an average of 64% and custom profile button clicks by an average of 122%**
- Analyze industry sector trends and the demand for services and products to develop marketing strategies resulting in a **38% lead increase YOY in 22'**
- Successfully established a global event presence for the NetRoadshow brand
- Manage the creative process of marketing initiatives across the US, EMEA and APAC regions
- Identify opportunities to improve organic traffic through new channels and implement SEO best practices on all generated content

St. James Properties

May 2020 - June 2021
Southport, NC

Database Manager and Marketing Coordinator

- Responsible for marketing efforts that drove revenue from **\$39M in '19 to \$107M in '21 YTD**
- **Increased home showings from 592 in '19 to 869 in '21 YTD** by restructuring the CRM
- Successfully completed a database transfer of 150,000+ contacts, including email data, task history and transaction records from Focus3 to Salesforce Sales Cloud and conducted pre and post transfer training sessions for 30 staff members
- Created and organized onsite customer events bringing in over 1000 prospects per quarter
- Developed automations and procedures throughout the company to increase employee productivity and information sharing for cross-functional team use

Trimax Mowing Systems

January 2019 - December 2019
Remote | Tauranga, New Zealand

US Sales and Marketing Coordinator

- **Increased website sessions by 78% from Q3 to Q4** by planning social media campaigns and encouraging dealer interaction
- In charge of marketing the new 25,000 sq ft US headquarters facility including interior and exterior design, drone video and grand opening
- Managed a \$300k annual US marketing budget, including advertising, print collateral, trade shows, memberships, content creation, apparel and sponsorships

Supplies on the Fly a Sysco Company

November 2015 - October 2018
Kennesaw, GA

Field Marketing Coordinator

- Collaborated with sales to develop Supplies on the Fly University, a training course for Sysco Operating Companies, which has generated a **33% sales growth** at participating locations
- Built a national promotion which **increased weekly revenue by \$39k**
- Developed and implemented an email automation campaign using Salesforce Marketing Cloud, which **increased monthly revenue by \$126k** among business review customers

Email Marketing Coordinator

- Utilized Salesforce Marketing Cloud (formally ExactTarget) to deploy emails to target customer lists, create data extensions and conduct A/B tests
- Promptly proofed emails, landing pages, flyers and the company website
- Created and posted content for all company social media pages via Hootsuite

EDUCATION

Central Michigan University | Bachelor of Science

Mount Pleasant, MI | Cum Laude

MAJORS

Psychology
Early Childhood Development & Learning

MINOR

Leadership

SKILLS

Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom

Microsoft Office: Outlook, Excel, PowerPoint, Word, Teams, SharePoint, OneDrive,

Google: Analytics, Ads, Data Studio, My Business, Drive, Sheets, Docs, Forms

Other: Salesforce Marketing Cloud, Salesforce Sales Cloud, ClickUp, Monday, HubSpot, ZoomInfo, Hootsuite, Social Pilot, Podio, WordPress, SurveyMonkey, Mailchimp, Zoom, Wix, Canva, Semrush



Oak Island, NC



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