

TIFFANY M. WHITE, DBA (ABD)

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MBA IN MARKETING

Highly qualified professional with over 15 years of experience in finance & marketing working for some of the top companies in their respective industries. Core competencies through education & experience:

- Google SEM
- Marketing management
- Advertising management
- New products development
- Internet marketing & E-Commerce
- Market research
- Corporate communications
- Affiliate marketing
- Project management
- SEO copywriting
- Adobe Photoshop
- Customer service
- Microsoft Office suite
- AdWords fundamentals
- Basic HTML web design

PROFESSIONAL EXPERIENCE SUMMARY

POISONED PEN PRESS, Scottsdale, AZ

03/2014 – Present

Marketing Manager

Managing the overall brand of Poisoned Pen Press, one of the largest publishers of hardcover mystery books in the world. Duties include branding and marketing titles as well as authors:

- Establishing and building relationships with booksellers and librarian.
- Marketing strategy and business plan development.
- Search engine marketing to drive traffic to the Poisoned Pen Press website (SEO & SEM)
- Social media marketing to increase our following online with Twitter, Facebook, Tumblr, and Pinterest.
- Website development and optimization.
- Analytics and reporting to determine successful marketing initiatives.
- Conducting webinars with authors to teach them digital marketing skills to increase book sales.

RASMUSSEN COLLEGE, Online Program

10/2012 – Present

Adjunct Faculty, Search Engine Marketing; the Principles of Marketing; Target/Audience Messaging; Internet Marketing & e-Commerce

Teaching 200-Level undergraduate coursework in Search Engine Marketing, The Principles of Marketing, and Target/Audience messaging. Search Engine Marketing is designed to instruct students on driving traffic to a website. The principles of organic and paid search are explored in addition to the use of keywords and contextual targeting through search and display networks. The Principles of Marketing does an overview of all marketing disciplines such as Marketing Research, Consumer Behavior & Advertising Management. Target/Audience Messaging is an entry level Marketing Economics class while Internet Marketing & e-Commerce is concerned with business strategy online which includes web development, social media marketing, e-Commerce, and search engine marketing.

- Engage students through an online learning environment that promotes useful discussions and synthesis of the course material. Provide timely and constructive feedback to students.
- Assist students with individual learning challenges for success in the course and beyond.
- Employment of tools from sources like Harvard Business Publishing & Advertising Age Magazine.

SOUTHERN NEW HAMPSHIRE UNIVERSITY, Online Program

12/2013 – Present

Adjunct Faculty, Introduction to Marketing; Consumer Behavior; and Strategic Marketing Planning (Capstone)

Introduction to Marketing is a foundation course that teaches students how value to customers is used to establish and maintain relationships. It covers the basics of consumer behavior, marketing management, advertising management, market research, and promotion.

Consumer Behavior is a course offered every semester that “explores the behavior that consumers display in searching, purchasing, using, evaluating and disposing of products” (snhu.edu, 2013).

Strategic Marketing Planning is the capstone course for undergraduate marketing majors and offered every semester. “It focuses primarily on the decisions required of marketing executives as they seek to develop, implement and control integrated marketing programs. Students will be asked to apply their understanding of marketing principles covered in other marketing courses to solve specific company problems ; topics include diversity of product, market and industry environments” (snhu.edu, 2013).

- Engage students through an online learning environment that promotes useful discussions and synthesis of the course material. Provide timely and constructive feedback to students.

- Assist students with individual learning challenges for success in the course and beyond.
- Employment of tools from sources like Harvard Business Publishing & Advertising Age Magazine.

GANNETTLOCAL, Phoenix, AZ

03/12 – 01/13

PPC Specialist, Jumpstart Team

Presales consulting to broadcast and print sales representatives in search engine marketing. In assisting sales reps with presenting the best advertising recommendation to clients, our customers get the benefit of having a detailed analysis of campaign benefits and receive a recommendation detailing the best use of their advertising dollars in driving sales, generating leads, and increasing brand visibility for the highest return on investment (ROI). Day-to-day responsibilities are as follows:

- Analyze potential client's marketing goals and determining the best strategy to implement Google AdWords pay-per-click campaigns.
- Create PowerPoint presentations for sales representatives to utilize the marketing research findings in pitching Gannett Local's services to potential clients.
- Analysis of potential client's Google AdWords campaigns which includes making suggestions on optimization techniques to increase return on investment by lowering the overall cost per lead through online advertising.
- Training new sales representatives on the value proposition of search engine marketing, pay-per-click advertising, and Google display advertising.
- Sales calls to prospective clients, assisting the lead sales representative with their "pitch" by explaining the strengths of pay-per-click advertising, how it can be used to drive sales, or generate leads.
- Maintaining Google AdWords certifications in search & display advertising.

DIRECT ALLIANCE CORPORATION, Tempe, AZ

10/2011 – 03/2012

Marketing Campaign Specialist, Google AdWords Program

06/2010 – 02/2011

Political team

Google Adwords individually certified professional in the following disciplines: Adwords Fundamentals & Google Search. Through business-process outsourcing, Google runs an Adwords call center at Direct Alliance Corporation. Day-to-day responsibilities as a marketing professional in this program are as follows:

- Building Google search engine marketing (SEM), pay-per-click, advertising campaigns for small to large corporations. Building new accounts consists of analysis & evaluation of the client's website, segregation of products or services into tightly themed ad-groups, selection of keywords most relevant to the campaign, and writing ad text (up to three unique ads per ad group, depending on budget) with strong calls-to-action that inspire customers to click on the ads.
- Political team builds consist of structuring campaigns for political candidates for upcoming elections. Clients include candidates at the local, state, and national levels.
- Optimization of active marketing campaigns that have received impressions & clicks anywhere from 7 to 30 days. Optimization consists of analyzing the performance of keywords for quality score and CTR (click through rate – the number of times an ad is clicked as a proportion of how many times it was shown). Increasing bids at the keyword level. Changing the search criteria at the keyword level based on performance (i.e. changing match type from broad to phrase, or phrase to exact-match to decrease unwanted impressions). Analyzing the daily spend of a campaign (i.e. the percentage of daily allotted budget spent through clicks). A campaign with a \$50 per day budget spending \$20 per day in clicks with a .50% CTR is underperforming (meaning the customer is missing out on relevant traffic and potential customers). Discovering ways to improve campaign performance is the 1st objective of optimization.

BEAR STEARNS, Scottsdale, AZ

12/2005 - 08/2008

Underwriter & Credit Administrator, Mortgage Division

Wrote underwriting guidelines, prepared product announcements, and designed program matrices for distribution to third party clients, as well as internal use. Served as a project manager responsible for designing operations tools, preparing & distributing corporate communications, and updating company website content:

- Prepared quality control rebuttals and decreased the total percentage of loans with significant findings in the portfolio.
 - Mortgage insurance (MI) project manager responsible for communicating guideline changes from MI partners to internal staff, prepared matrices used to summarize the guidelines of MI partners, and maintained relationships with account reps for the purpose of decreasing uninsured loans in lending portfolio.
 - Wholesale conventional, FHA, subprime, and Alt A loan underwriting utilizing FNMA desktop underwriter, Total scorecard, and full manual analysis.
 - Designed, prepared, and distributed product announcements to internal staff and maintained content on the company's website.
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EDUCATION

DOCTORATE OF BUSINESS ADMINISTRATION (ABD), Marketing emphasis 05/2011 - Present
Walden University (Online program)
Golden Key International Honor Society Member
4.00 GPA

THESIS TOPIC: Descriptive case study on the eBook marketing strategies of Independent book publishers.
Aug 2015 - Anticipated Graduation

MASTERS OF BUSINESS ADMINISTRATION (MBA), Marketing emphasis 07/2008 - 06/2010
Keller Graduate School of Management
Graduated with distinction - **3.98 GPA**
Alpha Chi – National Honor Society Fraternity Inductee
2010 Nominee for Outstanding Student

BACHELORS OF SCIENCE (BS), Fisheries & Wildlife 06/1988 - 06/1993
Michigan State University, East Lansing MI
Majoring in Fisheries with an Economics minor

CERTIFICATIONS

GOOGLE ADWORDS, Search & Fundamentals 06/2010 – 05/2013
Display Advertising 05/2012 – 05/2013

ORGANIZATIONS

ZETA PHI BETA SORORITY INCORPORATED 11/2012 – Present
Chi Alpha Zeta Chapter, Surprise, AZ
Marketing committee member
Chapter webmaster & Facebook page administrator

ARIZONA INTERACTIVE MARKETING ASSOCIATION (AZIMA) 04/2011 – Present
Member

NORTH AMERICAN FALCONERS ASSOCIATION 09/1995 – Present
Member
