

TIFFANY M. WHITE, MBA

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Highly qualified entrepreneur with over 20 years of experience in finance & marketing working for some of the top companies in their respective industries. Core competencies through education & experience:

- Google SEM
- New Product Development
- Corporate Communications
- SEO Copywriting
- Microsoft Office Suite
- Marketing Management
- Internet Marketing & E-Commerce
- Online Instruction
- Adobe Photoshop
- AdWords Fundamentals
- Advertising Management
- Market Research
- Project Management
- Google Analytics
- Basic HTML web design

PROFESSIONAL EXPERIENCE

TIFFANY M. WHITE, MBA

01/01/2022 - PRESENT

CUSTOMER SERVICE SPECIALIST/REALTOR

- Arizona Real Estate license # SA698493000
- Independent Contractor
- Remote inbound/outbound customer service calls at a prominent level, utilizing client systems, and professionalism to meet client goals.
- Quiet home office with multiple monitors, wired headphones, and ethernet Internet connection.
- Brokered sales of small to medium-sized businesses (mergers & acquisitions).

SONORAN DESERT FALCONRY, INC./ SONORAN DESERT BIRD ABATEMENT, LLC 07/2015 – 12/31/2022

CO-FOUNDER & EXECUTIVE DIRECTOR

- Google AdWords grant recipient and account management.
- Created and implemented the Title I school program that takes birds of prey into disadvantaged classrooms.
- Webmaster - Designed and coded the Sonoran Desert Falconry, Inc. website.
- Creator of the Sonoran Desert Hawk Walk.
- Grant writing, corporate filings, and permit applications.
- Principle Investigator on the Yuma abatement project which includes recruitment.
- Creator of the Owls for Agriculture program utilizing captive bred barn owls to populate newly placed barn owl boxes to encourage wild pairs to populate the area.
- Social media marketing campaign manager.
- Sustainable, eco-friendly falconry-based client site bird abatement.
- Barn owl box site selection and consulting for agricultural rodent abatement.
- Integrated marketing communications and business development.

RASMUSSEN COLLEGE

ONLINE PROGRAM

10/2012 – 4/2019

Adjunct Faculty, Search Engine Marketing; Principles of Marketing; Target/Audience Messaging; Internet Marketing & e-Commerce; Marketing & Product Management (accelerated)

- 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 – 7/2017

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).
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EDUCATION

MASTER 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

BACHELOR OF SCIENCE (BS)

Fisheries & Wildlife

06/1988 - 06/1993

Michigan State University, East Lansing MI

Majored in Fisheries with an Economics minor

MEDIA

OZY Magazine

Rare Queen in The Sport of Kings

FEBRUARY 2016

Fox 10 News

Bird Security at The Fairmont Scottsdale Princess

JULY 2016

KYMA 11

New Project Tests Falcons in Yuma Arizona

APRIL 2018

New Food Economy

Could Yuma, Arizona’s trained falcons prevent the next E. coli outbreak?

APRIL 2018

The Revolution Relaunch

Hope is the thing with Feathers!

AUGUST 2019

AZ Family Channel 3

Kicking Off the Waste Management Open/Ruffling Feathers

JANUARY 2020

Discover Magazine

Falcons, the ‘Top Gun’ of the Skies, Are Helping Farmers Scare Away Pests

OCTOBER 2020