

## Tammy Ramos Digital Marketing Manager

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Results and data-driven professional proficient in omni-channel and digital marketing within the technology industry. Adept at leading teams, fostering cross-functional collaboration, and utilizing modern system tools to achieve organizational objectives.

- B2B Marketing
- Demand Generation
- Omni Channel Campaign Management
- Digital Marketing
- Social Media Marketing
- Event Planning
- Cross-Functional Collaboration
- Data Analysis and Reporting
- Pay-Per-Lead Program Management and Optimization
- Google Ads
- Data-Based Decision Making
- Salesforce and Marketing Automation
- Budget Management & Forecasting
- Google Ads
- Analytics & Reporting
- Event Management
- KPI & Performance Metrics Tracking
- Planning & Campaign Management

### PROFESSIONAL EXPERIENCE

#### **Digital Marketing Manager**, TCP Software, Hybrid, June 2022 – Present

Summary: Spearheaded digital marketing efforts, significantly enhancing pipeline generation and managing a substantial marketing budget.

- Lead a team in executing paid digital marketing initiatives across Google and Bing, managing a \$1.2 million budget.
- Optimized campaigns through strategic A/B testing, doubling pipeline generation per dollar from \$4 to \$8.
- Managed and optimized pay-per-lead programs, achieving \$16 pipeline per dollar spent.
- Fostered collaboration with cross-functional teams to create high-performing campaigns, including landing pages, graphics, and videos.
- Developed robust reporting and monitoring systems with marketing operations, continually refining strategies for optimal results.
- Drove brand visibility and engagement through comprehensive social media marketing management.

#### **Owner/Band Leader**, West Texas Funk Band, January 2018 – Present

Summary: Led a successful band, managing all aspects of marketing, business development, and event coordination.

- Marketed the band for high-profile events, weddings, and corporate functions.
- Handled all aspects of marketing, website creation, social media management, business development, and event coordination.
- Negotiated contracts, scheduled rehearsals, and managed event logistics.

**Owner, Vivid Pop Events, August 2020 – January 2023**

Summary: Founded and managed a successful events company, overseeing all operations and achieving a profitable exit.

- Managed all business operations, including scheduling, inventory, vendor relations, and financials.
- Successfully sold the company for 30% of its average annual earnings in January 2023.

**Director of Development & Marketing, Boys & Girls Club, September 2021 – June 2022**

Summary: Directed development and marketing efforts, securing significant funding and organizing key events.

- Oversaw event planning, marketing, and fundraising efforts, securing over \$15,000 in new funding.
- Planned and executed major events and fundraisers, handling logistics, pre-fundraising, and post-event follow-up.

**Community Development Manager, American Cancer Society, January 2020 – December 2020**

Summary: Innovatively managed fundraising during a challenging period, achieving a major portion of the annual goal.

- Developed innovative fundraising methods through social media and email campaigns.
- Secured 80% of the annual fundraising goal despite COVID-19 restrictions.

**Account Manager, BEPC, INC., November 2018 – January 2020**

Summary: Excelled in sourcing and recruiting, building strong client relationships and ensuring high satisfaction.

- Developed strategies to source candidates through various channels.
- Built strong relationships with hiring managers and maintained high client satisfaction.

**Director of Business Development, CareerMinds, October 2017 – November 2018**

Summary: Played a key role in leadership, driving sales and business development initiatives.

- Led sales and business development activities, expanding market share and revenue.
- Collaborated with the leadership team on strategy and metrics communication.

**Business Development Manager, TCP Software, May 2016 – October 2017**

Summary: Managed a team of BDRs to drive pipeline growth and collaborated with sales and marketing.

- Managed a team of BDRs to generate new pipeline growth by prospecting mid-market accounts.
- Established team structures, goals, and KPIs, ensuring consistent performance and collaboration with sales and marketing.

**Commercial Account Manager, West Texas Lighthouse for the Blind, January 2016 – May 2016**

Summary: Launched and developed the organization's e-commerce presence, managing procurement and planning.

- Launched and developed [www.lighthousefortheblind.com](http://www.lighthousefortheblind.com).

- Managed procurement, planning, and supplier relations.

Donor Relations Coordinator, West Texas Rehabilitation, June 2015 – January 2016

Summary: Led donor relations and fundraising events, driving donor engagement and securing contributions.

- Developed and implemented donor programs and fundraising events.

- Solicited donations from individuals and organizations.

Marketing Director, Brandon K. Moore Financial, October 2013 – June 2015

Summary: Directed marketing strategies and operations, enhancing market presence and managing external relations.

- Developed and implemented comprehensive marketing strategies.

- Supervised the marketing department and managed budgets and resources.

- Conducted market research and managed external relations.

## **TECHNICAL PROFICIENCIES**

Salesforce.com / Outreach / Tableau / Microsoft Office Suite / Adobe Acrobat / Demandbase /

Monday.com / Google Ads / Microsoft Ads (BING)