

tara brandt

tbrandt@tarabrandt.com | 303.618.1583

Creative, results-driven marketing professional with a strong history of strengthening brand awareness and accelerating product sales. Forward-thinking strategist with proven success designing and coordinating robust marketing campaigns aligned with corporate goals. Possess excellent skills in research, analysis, and technical writing to support business development and decision-making. Proficient in MS Office Suite, Adobe Creative Suite and both Mac / PC platforms.

AREAS OF EXPERTISE

Strategic Marketing	Product Management
Brand Awareness	User Experiences
Decision Making	Copywriting
Direct Marketing	Graphic Design
Campaign Management	Market Research/Metrics
Project Leadership	Forecasting

KEY SKILLS ASSESSMENT

- Revived an extinct direct marketing program, administrating budgets of up to \$23M.
- Reversed a declining referral program, boosting activations by 6% in just one year.
- Supported business development with quality research, analysis, metrics, and documentation to promote company responsiveness to market needs.

PROFESSIONAL EXPERIENCE

SELF-EMPLOYED, **Consultant & Freelance Graphic Designer**

2017 – Present

- Develop innovative marketing programs focused on customer acquisition and retention through direct mail, email and social media campaigns.
- Ensure quality of communications to protect and promote company brands.
- Refine approach for improved results and responsiveness to customer and wider market needs.

DISH NETWORK L.L.C., ENGLEWOOD, CO, **Product Manager - User Experience**

2012 – 2014

- Improved brand strength by creating opportunities for product testing and promotion, including managing all aspects of trade shows and other events.
- Improved user experience of company products through heuristic reviews, competitive analyses, data gathering, and concept development.
- Led cross-functional team to plan and coordinate promotion and logistics of trade shows and other events.

Marketing Lead, Direct Mail & Referral

2010 – 2012

- Successfully boosted sales by \$23M through the development of innovative marketing programs focused on customer acquisition and direct mail advertisements.
- Continuously assessed performance of existing marketing campaigns and developed strategies to improve results.
- Turned around a declining referral program, increasing activations by 6% in 1 year.
- Closely analyzed metrics (response rate, cost per acquisition, and call-in rate) to assess impact of campaigns and refine approach for improved results.

Marketing Specialist

2008 – 2010

- Served as Product Manager for leading brands such as Google TV, DISH Remote Access, and DTVPal Converter Boxes.
- Developed communications for new business including briefs, technical documents, and marketing plans.
- Partnered with companies such as Google and Logitech to launch new products.
- Acted as point person for product focus in global industry trade shows.

COMMUNITY INVOLVEMENT

- ALGONA CHAMBER OF COMMERCE & CHAMBER AMBASSADORS, **Member** 2017 – Present
- Actively participate in the planning and execution of multiple events promoting commerce and a sense of community.
- STINSON PRAIRIE ARTS COUNCIL (SPAC), **Member & Grant Recipient** 2017 – Present
- One of two SPAC member recipients of a \$5,000 Stability Grant fund for ArtsLab Iowa: Cultivating Cultural Leadership in 2018
- CREATE/ALGONA, **Steering Committee Member** 2017 – Present
- Develop opportunities to expand Algona's creative economy.
 - Facilitate social media activity to educate, inform and encourage participation.
 - Successfully organize and market community events.
- 100+ WOMEN WHO CARE – KOSSUTH COUNTY, **Founding Member** 2017 – Present
- Established a county-wide organization of women who meet four times a year to learn about local individuals or non-profits in need. At the end of each meeting, approximately \$10,000+ is donated to a selected individual or non-profit.
 - Develop communications, marketing and support materials.
- AMERICAN ASSOCIATION OF UNIVERSITY WOMEN (AAUW), **Social Media Administrator** 2017 – Present
- Research and post information to encourage engagement in the promotion of equity and education for women and girls.
- ALGONA RAGBRAI, **Committee Chair of Hospitality** 2017
- Successfully promoted event theme to welcome approximately 20,000 RAGBRAI participants into Algona.
 - Led planning and execution of community-wide decorations, greeting and information areas, and event merchandise.
 - Partnered with town and state RAGBRAI leaders and committee members, area businesses, and local volunteers.

EDUCATION

UNIVERSITY OF NORTHERN IOWA
BA in Public Relations, Minor in Journalism

CONTINUING EDUCATION

- IOWA DEPARTMENT OF CULTURAL AFFAIRS, IOWA ARTS COUNCIL, **ArtsLab Iowa: Cultivating Cultural Leadership** 2018
- Peer learning program and in-depth training on shaping sustainable business practices for cultural leaders in Iowa
 - Explore concepts pertaining to relevancy within community, leadership development, financial and resource development, and organizational infrastructure
 - Create a focused strategy roadmap and compelling story of vision to direct organizational energy, invite engagement and support within the local community, and address needs and opportunities over the next two to three years
- ArtUp: How Travel Iowa Can Promote your Community, Destination or Event** 2018
- Learned about Travel Iowa's free marketing tools and how to become part of their integrated, multi-channel marketing strategy to connect the community and local events to hundreds of thousands of potential travelers
- CREATIVE LIVE INC., **Logo Design & Simple Methods for Custom Lettering** 2017
- Focused on researching, conceiving, refining and rendering a logo to encapsulate a brand according to identity standards
 - Explored methods for working with color, shape and form to create custom typography