

TISHA VIGLIATURO

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Professional Summary

Senior Account Manager with successful track record of taking projects from vision to implementation. PMP certified with extensive experience in all aspects of marketing and project management. Exceptional combination of creative design thinker and strategic planner who understands customers needs and develops innovative campaigns for competitive market positioning. Demonstrated experience with leading teams, enriching client experience and driving business growth resulting in successful customer acquisitions. Expertise in branded merchandise, SEO, PPC, display, and social media marketing campaigns.

Skills

Project Management	Keyword Research
Analytical & Creative Thinker	Branding Innovation & Design
Highly Organized & Detail Orientated	Strategic SEO & PPC Planner
Digital Campaign Creation & Management	Cross Functional Team Leadership
Develop & Maintain Customer Relationships	Marketing Research & Competitive Analysis
Microsoft Office: Excel, Power Point, & Word	Adobe: Adobe Creative Suite

Digital: SEO, PPC, Display, Site Retargeting, Keyword Contextual, Category Contextual, Geo-Targeting, Geo-Fencing, Click-Through Rate and Conversion Rate Optimization.

Analytics: AdMall, SEO Profiler, SpyFu, Google Analytics, AdWords, Keyword Planner, SEM Rush, WooRank, SEOMOZ, Adobe Omniture, Ghostery

Education & Certifications

Bachelor of Science | Columbia College | Majors in Marketing and Management

Working on MBA | Wharton | Major in Marketing

Digital Marketing Certifications | Keyword/Category Contextual, Site Retargeting, Geo-Targeting, Geo-Fencing, Click-Through Rate, Social Media, SEO, SEM (PPC), and AdWords

Certifications: AdMall Research, Project Management, Legal Category, Sales & Service Masterclass, Tec Tips, Understanding Digital Operations, Changing Media Landscape & Advertising Trends, Marketing Brand & Reputation, and Maximizing Social Media Conversion Rates.

Awards

Dean's list Certification of Commendation, Columbia College

National Sell Smarter Award: For Media Sales Excellence, AdMall

Key Achievements

- Secured an \$81,600 digital buy from a local attorney within 2 months and responsible for increasing the campaign to \$90,000 #2017
- Organized and facilitated a fundraiser for a child with Metachromatic Leukodystrophy and raised \$14,000 to get her new medical equipment #2016
- Organized Christmas in October fundraiser and we raised \$15,00 to \$20,000 a year for food and Christmas gifts for families in need #2007-2015
- Organized a fundraiser for a child with cancer and raised \$13,000 to help pay medical bills #2009
- Volunteered for Christmas fundraiser to get gifts for children with special needs #2007-2009
- Increased account base by obtaining 10 out of the top 25 contractor's accounts in 3 months #2006
- Spearheaded a clients logoed bottle water campaign that increased sales by 45% #2005
- Successfully acquired Harrah's Nationwide in 9 months #2002
- Volunteered for US Troop Support – assisted in fundraising and mailing care packages to troops overseas #2001-2010

Experience

Viamedia | **MARKETING ACCOUNT MANAGER** - October 2017 to Present

- Strategic account manager who develops and implements digital SEO, PPC, and display marketing campaigns that aligns with client objectives for growth, profitability, and competitive marketing positioning.
- Research and analyze data to create an effective digital advertising campaign for clients.
- Strategize, implement, execute, and optimize data driven SEO, PPC, and display campaigns to increase engagement, brand awareness, and report performance monthly.
- Collaborate with developers, online services, creative department, and vendors to complete projects.
- Acquire new business regularly by presenting paid media solutions and recommendations to new clients while growing my current book of business.
- Strategically place geo-fence at the KC Chiefs stadium, prominent bars, Sprint Center, and prominent marriage counselors for a lawyer specializing in Divorce, Personal Injury and DUI to drive website traffic and increase his business.
- Effectively communicate technical and non-technical information between internal teams, external vendors, and clients.
- Manage executive-level relationships between multiple parties including agencies and clients such as Chumney & Associates, Brigg's Automotive Group, St. Joe Tourism, Hot Spring Spa's, and Troy Leavitt Law.
- Stay up to date on current trends by learning new skills and completing new certifications.
- Exceeded digital budget by 204% within three months.
- Conducted AdMall digital audit training.

Kaeser & Blair | **MARKETING ACCOUNT MANAGER** – January 2016 to January 2018

- Project manager who worked with local and national accounts to provide branded merchandise and social media solutions.
- Attended PPAI and ASI shows to stay up to date on current trends, network, and continue my training.
- Communicated the value of branded merchandise and social media marketing, and presented solutions.
- Created high quality marketing strategy documentation, including product marketing proposals, marketing briefs, and objection handling documents.
- Collaborated with multiple vendors and clients to create new creative, acquire samples, get pricing and availability to complete client projects.
- Strategized, created, and executed branded merchandise and social media campaigns.
- Completed projects and marketing programs driving 80 to 90% of customer acquisitions, resulting in a million-dollar sales pipeline.

Firehouse/Mojo's Bar & Grill | **MARKETING MANAGER** - 2007 to 2016

- Carefully interviewed, selected, trained, managed, and coached 15 staff members.
- Researched, interviewed, and hired local bands for our weekly special events.
- Met with vendors to place/receive orders, service calls for equipment, and monthly system maintenance.
- Attended and participated in yearly spirits and food sales conferences to stay up to date on current trends and new products.
- Created and organized special events including live bands, fundraisers for children with special needs, receptions, private parties, promotions, and corporate luncheons.
- Developed, launched, and optimized key social media marketing campaigns to acquire and retain new customers.
- Revised and implemented new purchasing techniques that decreased costs, and increased our profit margin.
- Managed the daily cash flow, made daily bank deposits, pulled and reviewed daily and weekly reports.
- Increased sales by 64% over a year thru implementation of special events, including receptions, promotions and corporate luncheons.

United Rentals/RSC | **STRATEGIC ACCOUNT MANAGER** - 2006 to 2007

- Achieved the highest volume accounts in my area, generating more than \$450,000 in revenue in four months.
- Reviewed sales, addressed customer concerns and new opportunities to drive business strategy weekly.
- Collaborated with contractors to gather project requirements to provide job specific equipment solutions.
- Completed forklift training certification.
- Spearheaded forklift training and certified over 100 contractors.
- Facilitated equipment delivery's and pick up's for clients projects.
- Initiated new online marketing strategies that resulted in 22% sales increase.

You Name It/Accent Advertising | **MARKETING ACCOUNT MANAGER** - 2001 to 2007

- Successful marketing project manager that acquired and developed relationships with 175 accounts from the ground up resulting in a multi-million dollar book of business.
- Coordinated and participated in promotional activities and trade shows to stay up to date on current trends.
- Directed and coordinated marketing activities to promote our products and services.
- Conducted thorough market research and competitive analysis to determine target market, demographic specifications, and industry trends.
- Utilized research to create unique data driven branded merchandise campaigns.
- Created product positioning and messaging for clients to differentiate their products and services in the market, expand visibility, and brand awareness.
- Selected merchandise from multiple suppliers, calculated project estimation, created proposals, and completed branded marketing campaigns.
- Collaborated with clients, vendors, and graphic artists regularly to design new artwork, get samples, digital proofs, and complete client projects.
- Built long term executive-level relationship with clients and vendors nationwide and overseas.
- Preserved brand integrity by monitoring the consistency and quality of branded merchandise and social media campaigns.
- Expanded account base to include local and national account like Harrah's, Lucent Technologies, United Rentals, Midwest Aerials, and Columbia College.