

TIFFANY MARCHI

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PROFILE

Dynamic, versatile marketing and communications expert who innovates the way brands interact with audiences through content.

Entrepreneurial at heart, a transformational leader and team player recognized for a passionate approach, thoughtful ideas and a track record of success across multiple industries.

I'm a pro at connecting with target customers through organic, earned, and paid channels, increasing online reach and presence, and turning visitors from leads into brand advocates.

NO VISA
SPONSORSHIP
REQUIRED

EXPERIENCE

MARKETING CONSULTANT

SELF-EMPLOYED FREELANCER

LONDON, UK & DALLAS, TEXAS, USA | JUN 2015 - PRESENT

- Created and developed strategy for content marketing, communications, social media, and PR for various clients across a variety of sectors.
- Wrote copy and created digital content including multiple instances of viral social media posts, blogs, web pages, webinars, email campaigns, technical manuals, presentations, user guides, wiki articles, video scripts, etc.
- Created, designed, and wrote copy for offline/print channels such as business plans, magazine articles, menus, banners, signage, brochures, business cards, logos, etc.
- Edited *Fatal Moon*, a fiction novel featured on Amazon.com's Editor's Picks List in April 2018.
- Wrote and executed business plan including marketing, brand management, social media management, website design, and web copy for www.tiffanymarchi.com.

IT STRATEGIC COMMUNICATIONS MANAGER

AUTOMATED PACKAGING SYSTEMS / SEALED AIR

LONDON, UK (REMOTE) & CLEVELAND, OHIO, USA | SEPT 2018 - DEC 2019

- Managed, created, and distributed all IT communications for a company of over 1200 global employees using all available channels (including website, email campaigns, SMS/text, videos, digital signage, intranet, newsletter, company magazine, flyers presentations, brochures, MS Yammer, etc).
- Innovated traditional internal communications by creating a brand identity for the IT department.
- Authored first-ever corporate IT policies and designed enterprise Learning Management System (Adobe) template for disbursement.
- Managed and created all technical change communications throughout the corporate merger from APS to Sealed Air.
- Designed and built the corporate IT knowledge base/intranet from top to bottom, writing empathetic, user-centred content to drive employee engagement.
- Programmed, designed, and administered the enterprise instance of xMatters, a multi-channel communication and emergency broadcast SaaS tool.
- Wrote scripts for and led corporate trainings and webinars on Office 365 products, specialising in MS Teams, SharePoint, OneDrive, and xMatters.

CONTENT SPECIALIST & TECHNICAL WRITER

VANTAGE AGORA

CLEVELAND, OHIO, USA | JUN 2018 - AUG 2018 (CONTRACT ROLE)

- Developed and executed digital content strategy; created and managed editorial content calendars; devised style guide and brand standards from the ground up.
- Implemented omnichannel marketing strategy and collaborated on brand name development.
- Wrote and repurposed content for all products across all channels (web pages, blogs, social media, UX, etc.); wrote interviews, product descriptions, taglines, magazine features, stories, bios, sell sheets, etc.
- Upheld textual compliance while co-marketing products with Gartner Magic Quadrant and Captterra positioning.
- Developed PR strategy, assisted with event planning, researched and interviewed keynote speakers, and sourced promotional products.
- Conducted SMEs interviews on product releases, features, etc., to write compelling, informative press releases and web content.

SKILLS & TECH

- Content strategy
- Social media strategy
- Marketing & PR
- Project management
- Web content development
- Web design
- Content creation
- Conversion Rate Optimisation
- SEO/SEM
- Technical writing
- Copywriting
- HTML & CSS
- A/B testing
- Branding
- Sales Funnel Management
- Email design
- Corporate blogging
- Presentation creation
- Ghostwriting
- Microsoft SharePoint
- Microsoft Teams
- Office 365 Suite
- Google Suite
- Salesforce
- Wordpress
- Canva
- Adobe Captivate & Captivate Prime
- Adobe InDesign
- Prezi
- Hubspot
- Basecamp
- Leankit
- xMatters
- Google Analytics
- Google Ads
- Moz Suite

EDUCATION

BACHELOR'S DEGREE,
ENGLISH, BUSINESS &
HEALTH STUDIES

Texas Woman's University
Dallas, Texas, USA
Graduated: 2017
GPA: 4.0, Cum Laude

DIGITAL CONTENT CREATOR & COPYWRITER

TNT DENTAL MARKETING FIRM

DALLAS, TEXAS, USA | FEB 2017 - JUL 2017 (CONTRACT ROLE)

- Wrote and edited SEO-optimised paid and organic content for websites, blogs, and social media platforms, and created infographics, etc., for various clients within the industries of dental medicine, health and wellness, anti-aging medicine, and home renovation.
- Achieved the highest productivity in the writing department, completing over 40 pieces of content (20,000 words) per week.
- Audited page components for SEO standards (post headlines, alt image tags, meta-descriptions, page URL/slugs) and curated image content for blogs and websites.
- Exceeded agency guidelines and standards to maintain consistent tone of voice, brand identity, and style across various accounts and niches.
- Mastered Wordpress CMS, blogging platform, and Yoast SEO plugin.

IT IMPLEMENTATION PROJECT COORDINATOR

AVERO SOFTWARE

DALLAS, TEXAS, USA | AUG 2015 - FEB 2017

- Smashed department KPIs by completing the most cases by volume and generating the most revenue for the entire implementation team for the whole calendar year of 2016.
- Managed multiple cross-functional projects to install Avero's food and beverage analytics software for high-end hospitality clientele, including celebrity chefs and C-level executives.
- Spearheaded implementation partnership project with largest corporate partner, US Foods, bringing in 400+ new clients.
- Created, developed, and streamlined processes with resellers to maximise channel sales potential; updated internal wiki articles and completed technical writing to document processes.
- Wrote and edited customer-facing technical documentation, and redesigned all implementation email campaigns to increase customer response.

MARKETING LEAD & IT PROJECT MANAGER

AMERICAN CUSTOM COMPOUNDING PHARMACY

DALLAS, TEXAS, USA | JUL 2014 - JUL 2015

- Managed 10 direct subordinates and supported daily operations in a healthcare manufacturing setting specialising in Hormone Replacement Therapy (HRT), anti-aging, and integrative medicine.
- Spearheaded omnichannel marketing; crafted sales enablement and web content, B2B email campaigns, etc.; executed account-based marketing for 30+ high-end medical accounts; developed PR strategy and crisis management plan.
- Coordinated trade shows and event management, including booth staffing, registration, visual merchandising, etc.
- Completed UX writing and technical writing, produced corporate training materials, and acted as SME for proprietary e-prescribing software for internal and external users; authored, updated, and maintained Standard Operation Procedures.

CONTENT WRITER

YOGA TREE PLANO

PLANO, TEXAS, USA | DEC 2013 - MAR 2017

- Executed marketing and promotion through all digital channels for this three-year-in-a-row award-nominated studio.
- Wrote content for various yoga websites, social media pages for paid and organic promotion, press releases, interviews, training content, etc.
- Taught Vinyasa Flow, Flow & Rest, Power Yoga, and Restorative Yoga classes of 2-75 participants, in addition to private lessons.