

TIFFANY MARCHI

CONTACT

(+44) 07484 314 584

London, SW17

tiffanymarchi@gmail.com

www.tiffanymarchi.com

linkedin.com/in/tiffany-marchi-1b3a99101

PROFILE

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

With years of experience, I bring a meaningful perspective and the perfect mixture of creative chops and technical acumen.

Entrepreneurial at heart, a transformational and charismatic leader who balances team goals. Recognised for a passionate approach, thoughtful content ideas, and a track record of success across multiple industries.

EXPERIENCE

IT STRATEGIC COMMUNICATIONS MANAGER

AUTOMATED PACKAGING SYSTEMS / SEALED AIR

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

- Managed, created, and distributed all IT communications for a company of over 1200 global employees, using every possible communication channel including email blasts, text messages, Sharepoint sites, videos, flyers, digital signage, intranet, knowledge base, employee newsletter, company magazine, presentations, brochures, MS Teams, MS Yammer, etc.
- Innovated internal communications by creating a brand identity for the IT department; authored first-ever corporate IT policies; designed the enterprise LMS template; became IT department spokesperson and led corporate trainings on Office 365 products, specialising in MS Teams, Sharepoint, and OneDrive.
- Drove communications change strategy and designed all transitional IT communications throughout the corporate merger from APS to Sealed Air.
- Created and designed the GTS Portal, the company-wide IT knowledge base and technical intranet; managed all Sharepoint design, development, and site administration; created all content for the GTS Portal, such as micro-tutorial videos, user guides, Wiki instruction pages, blog posts, etc.; implemented user-centred design strategy.
- Programmed, designed, and administered the enterprise instance of xMatters, a multi-channel communication and emergency broadcast tool; managed xMatters cross-functional implementation project.

MARKETING & COMMUNICATIONS CONSULTANT

SELF-EMPLOYED FREELANCER

DALLAS, TEXAS, USA & LONDON, UK | MAR 2012 - SEPT 2018

- Created and developed communications, content marketing, digital, and PR strategy for various clients across a variety of sectors.
- Wrote and edited copy and digital content including blogs, web pages, social media posts, email campaigns, technical manuals, user guides, wiki articles, video scripts, screenplays, and a variety of fiction, non-fiction, and poetry; created, designed, and wrote copy for print such as magazine articles, menus, banners, signage, business cards, logos, etc.
- Edited *Fatal Moon*, a novel that was featured on the Editor's Picks List on Amazon in April 2018.
- Wrote and executed business plan including brand name development, event planning, marketing (including social media management), website design, and web copy for www.tiffanymarchi.com.

TECHNICAL WRITER & CONTENT SPECIALIST

VANTAGE AGORA

CLEVELAND, OHIO, USA | JUNE 2018 - AUG 2018

- Created brand standards from the ground up and collaborated on brand name development with Marketing Manager and Marketing Coordinator; upheld textual compliance while cross-branding products with Gartner Magic Quadrant and Capterra positioning.
- Created the noteworthy product tagline "Do more with your data" for OX Zion, Vantage Agora's proprietary Business Operating System software.
- Developed PR strategy, assisted with event planning, sourced and interviewed keynote speakers, and procured promotional items.
- Wrote content for all products across all channels (web pages, blogs, social media, UX, etc.), created content calendars, wrote interviews, magazine features, stories, bios, sell sheets, etc.
- Interviewed SMEs for details on product releases and product features to write compelling press releases and web content.

SKILLS & TECH

- Content & design strategy
- Social media strategy
- Marketing & PR
- Project management
- Web content development
- Web design
- Content creation
- Technical writing
- Copywriting
- HTML
- CSS
- Email design
- Corporate blogging
- Presentation creation
- Ghostwriting
- Microsoft SharePoint
- Microsoft Teams
- Office 365 Suite
- Google Suite
- Salesforce
- Wordpress
- Canva
- Adobe Captivate
- Adobe Captivate Prime
- Prezi
- Hubspot
- Basecamp
- Leankit
- xMatters

EDUCATION

BACHELOR OF
GENERAL STUDIES,
CONCENTRATIONS IN
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 | FEBRUARY 2017 - JULY 2017

- Wrote and edited SEO-optimised content for websites, blogs, and social media platforms, and created mixed media content such as infographics 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.
- Created and uploaded post headlines, alt image tags, and meta-descriptions, and edited page URLs/slugs to highlight requested keywords, in addition to curating 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 | AUGUST 2015 - FEB 2017

- Achieved highest conversion rates in the entire implementation department for the full calendar year of 2016, managing projects to install Avero's food and beverage analytics software for high-end hospitality clientele, including celebrity chefs and C-level executives.
- Managed implementation partnership project with largest corporate partner, US Foods, adding over 400 new clients to the Avero community.
- Created, developed, and streamlined processes with resellers to maximise reseller channel sales potential; updated internal wiki articles and completed technical writing to document processes created.
- Wrote and edited customer-facing technical documentation, composed and redesigned department-wide email campaigns to increase case churn.

MARKETING MANAGER | IT PROJECT MANAGER

AMERICAN CUSTOM COMPOUNDING PHARMACY

DALLAS, TEXAS, USA | JULY 2014 - JULY 2015

- Managed to direct subordinates and supported daily operations in a small healthcare manufacturing setting specialising in Hormone Replacement Therapy (HRT), anti-aging, and integrative medicine.
- Coordinated trade shows and event management, including staffing, setup, and breakdown; managed visual marketing; spearheaded digital marketing including website design and content, B2B email campaigns, etc.; developed PR strategy and crisis management approach; managed 30+ high-end medical accounts,
- Completed UX writing and technical writing, produced and developed corporate training materials, and acted as SME for proprietary e-prescribing software for internal and external users; authored, updated, and maintained Standard Operation Procedures.
- Planned software development projects and contributed to all phases of SLDC for CRM, ERP tools and proprietary e-prescribing software.