

# **Teresa A. Tucker**

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## **OBJECTIVE**

Obtain a challenging position that will allow me to utilize my proven marketing communications and event planning skills.

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## **AREAS OF EXPERTISE**

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| ▪ Graphic design                        | ▪ Employee communications & proposal template creation      |
| ▪ Social media management and CHAT      | ▪ Form creation (electronic & printed .pdf's)               |
| ▪ Web site updating & design management | ▪ Press release writing & distribution                      |
| ▪ Trade show & special event planning   | ▪ Print production management                               |
| ▪ Advertisement design & placement      | ▪ Electronic newsletter design & distribution               |
| ▪ Mass mailing design & implementation  | ▪ Database and campaign management (SalesForce, AMS)        |
| ▪ Marketing plan & budget creation      | ▪ Microsoft Office, InDesign, Quark, Photoshop, Dreamweaver |
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## **PROFESSIONAL ACCOMPLISHMENTS**

- Earned additional responsibilities of managing the company trade show program for all 80 U.S. and Canadian offices with my successful trade show planning and research efforts in the Northern Region (*CentiMark Corporation*)
  - Created a standardized trade show coordination plan adopted by entire company (*CentiMark Corporation*)
  - Promoted twice within 5 years (*J.E. Grote Company*)
  - Eliminated the use of an ad agency at several of my employers by doing creative work myself
  - Designed new company web site and directed web designer in its creation (*Insurance Office of Central Ohio*)
  - Created first interactive application forms to assist potential insureds (*Insurance Office of Central Ohio*)
  - Designed an award winning advertisement (*J.E. Grote Company*)
  - Developed a consistent corporate image internally and externally (*Insurance Office of Central Ohio*)
  - Launched revised company web site and rolled it out into four foreign languages (*J.E. Grote Company*)
  - Developed database to store and organize market research data (*J.E. Grote Company*)
  - Created first company interactive sales c.d. (*J.E. Grote Company*)
  - Directed design of new, modular trade show booth (*J.E. Grote Company*)
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## **EMPLOYMENT EXPERIENCE**

### **CentiMark Corporation, Reynoldsburg, Ohio**

*Largest commercial roofing and flooring contractor in North America with over \$640 million in annual sales and 85 offices.*

October 2011 to present

Marketing Manager, Northern Group

- Manage marketing efforts of 18 Northern region U.S.A. offices
- Coordinate mass mailings (write sales letters, contact list management, print production management)
- Design collateral and manage its print production and distribution
- SalesForce database management and campaign creation
- Manage content of Northern Group local web pages
- Manage company CHAT for company web site
- Coordinate trade shows for the Northern and Eastern Groups and track their effectiveness
- Manage the company trade show program (booth inventory and logistics)

### **Insurance Office of Central Ohio, New Albany, Ohio**

*Independent insurance agency offering a full line of personal and business insurance products from over 50 carriers.*

February 2007 to October 2011 (presently still consult as needed)

Marketing Manager

- Designed ads, signage, brochures, direct mail and sales sheets and coordinated their print production
- Created standardized internal communication templates to maintain consistent corporate image

- Maintained company web site and social media to promote company (including Google Adwords)
- Created and sent out electronic customer newsletters to keep customers aware of insurance trends and legislation
- Coordinated trade shows and special events for networking opportunities and lead generation
- Managed marketing intern

#### **Alterra Real Estate Advisors, Gahanna, Ohio**

*Commercial real estate brokerage and property management firm.*

June 2011 to October 2011 (*temporary position*)

Marketing Coordinator

- Managed social media and on-line commercial real estate listings to generate sales
- Designed brochures, mailers and presentations and manage their print production
- Created and maintained sales packages to assist agents with selling process
- Created and sent out property e-mail notifications and .html newsletters to broadcast listings
- Coordinated networking events
- Updated web site to promote listings and share real estate industry information

#### **Rodenstock North America, Lockbourne, Ohio**

*North American manufacturer and distributor of optical frames and lenses.*

March 2003 to December 2004 (*company closed*)

Marketing Communications Manager

- Designed ads, catalogs, signage, fliers, newsletters and brochures and coordinated their production
- Wrote and distributed press releases to promote new products
- Planned and coordinated trade shows to generate leads
- Maintained content of corporate and close-out web sites to promote brand and increase sales
- Communicated marketing objectives to employees to make them aware of new products and promotions

#### **J.E. Grote Company, Columbus, Ohio**

*Manufacturer and distributor of food processing equipment.*

May 1995 to October 2002

Director of Marketing - (5/2000 to 10/2002)

- Created annual marketing communications program and budget and implemented the plan
- Designed ads, sales sheets, mailings, web site, and c.d. covers with consistent corporate image
- Planned and coordinated trade shows and handled all logistics
- Collected and organized market research data for R&D project justification
- Updated web site to promote new products and promote the brand
- Managed Sales Coordinator and interns

Marketing Communications & Sales Coordinator - (10/98 to 5/2000)

- Managed marketing communications program
- Oversaw the administrative functions of the sales department

Sales Coordinator - (5/95 to 10/98)

- Provided sales administrative support to Director of Sales and 5 Sales Engineers
- Edited and sent out proposals to potential customers
- Processed machine orders
- Maintained customer and equipment databases

## **EDUCATION**

### **Bachelor of Arts Degree**

Otterbein University, Westerville, Ohio

- Major: Business/Organizational Communications
- Minor: Public Relations
- Graduated Cum Laude (3.71)

Please visit my career web site at <http://terriltucker.tripod.com> to learn about me and to view my marketing portfolio.