

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.

AREAS OF EXPERTISE

- Graphic design
 - Social media management and CHAT
 - Web site updating & design management
 - Trade show & special event planning
 - Advertisement design & placement
 - Mass mailing design & implementation
 - Marketing plan & budget creation
 - Employee communications & proposal template creation
 - Form creation (electronic & printed .pdf's)
 - Press release writing & distribution
 - Print production management
 - Electronic newsletter design & distribution
 - Database and campaign management (SalesForce, AMS)
 - 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.