

TARA COEN, BBA

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ATTRIBUTES

DESCRIPTION

Team builder with outstanding interpersonal skills, outgoing personality, natural leader with a strong sense of urgency. Eager, passionate, and collaborative. Works exceptionally well as a cross-functional team liaison in an organization. Thrives in deadline based environments, strives to reach personal and professional goals, organized. Meyers-Briggs ENFJ, Color Theory High Red/Yellow, DISC High D/I.

TECHNICAL ABILITIES

CMS - WordPress, Drupal, ProcessWire, CMS Builder

Google - Analytics, AdWords, Apps/Work

EMS - Constant Contact, Pinpointe, MailChimp, MyEmma

Social Media/Digital Advertising - Hootsuite, Yelp, Instagram, Twitter, LinkedIn, Facebook, Snapchat, FourSquare, etc.

Surveys - Survey Gizmo, Survey Monkey

Microsoft - Office, Outlook, Windows, Exchange Server,

Adobe - Acrobat, CC (InDesign, Photoshop, Illustrator)

CRM - Maximizer, SageCRM, Salesforce, Microsoft Dynamics

Miscellany - Mindscope CURA, Dropbox, Android and related apps

SELECTED WORK EXPERIENCE

MARKETING MANAGER KARTNERS BATHROOM ACCESSORIES 4.2016-10.2016

MAJOR PROJECTS/ACCOMPLISHMENTS

- Developed forms and processes to better support the customers and dealer network. Fillable forms were designed and deployed via online Representative Portal
- Completed the price book and supporting materials, including product brochures and sell sheets
- Website administration via CMS Builder, completed a large update to product and dealer information
- Built an Excel based product database to support our dealer network that provided a complete product list, features, and images for outsourced website content providers
- Coordination and development of creative for IDS West 2016. Designed a product spinner to showcase products, developed eye-catching romance copy, created a scaled planogram of the new booth layout, developed and coordinated supportive marketing activities.

DAY-TO-DAY RESPONSIBILITIES

Representative communication, social media development, graphic design for several pending projects, product launch coordination, trade show management, various administrative tasks.

MARKETING COORDINATOR (CONTRACT) KRYTON INTERNATIONAL INC 2.2015-4.2016

MAJOR PROJECTS/ACCOMPLISHMENTS

- Rebuilt the Distributor Portal in WordPress to better serve the network and make updating and maintenance easier. This resulted in a significant increase in user activity and adoption
- Managed and directed website overhaul that included best practice research for mobility and content, a major overhaul of the information architecture, and a Google Analytics and AdWords audit to provide insight and analysis on what was working
- Managed department resources, team, projects, priorities, budget, and manage-up to the Director of Marketing
- Created unique marketing pieces, including an innovative product sample kit and highly-targeted story-driven direct mail piece
- Championed an EMS (Email Marketing Service) change to provide better metrics, fleshed out the database for better targeting and segmentation, create new templates that eliminated the need to rely on an already taxed graphic design resource

DAY-TO-DAY RESPONSIBILITIES

20+ tradeshow/sponsorships executed, manage the Co-Op Marketing program, promotional products selection, vendor/supplier management, and reduced spending on all printed collateral - but not quality or quantity, purchasing and administration

MARKETING MANAGER (CONTRACT) WAVES COFFEE HOUSE 6.2014-10.2015

MAJOR PROJECTS/ACCOMPLISHMENTS

- Started as a full-time position converted to freelance to pursue the opportunity at Kryton
- Developed a new promotional schedule and expanded the reach of promotions with a well-negotiated TV sponsorship
- Created the creative strategy for a new menu launch that contributed to the 15% growth in food sales
- Curated and developed social media communities using HootSuite. Created and executed several contests and conversations, booked Facebook ads and increased our weekly likes from an average of 1.5 per day to eight per day, increasing reach significantly. Created an Instagram account and went on a tour of all the franchises over the course of a few months. Benefits were two-fold - meet the franchisees and feature their stores and deals

DAY-TO-DAY RESPONSIBILITIES:

Vendor sourcing and relations, events strategy, display design, event and sponsorship selection, and departed with an easily executed marketing plan, uniform design and fulfillment

MARKETING COORDINATOR TAYMOR INDUSTRIES 5.2012-6.2014

MAJOR PROJECTS/ACCOMPLISHMENTS

- Creative direction, proofing, copywriting, and was directly involved in development and coordination of the entire marketing budget, including media selecting, planning, and buying.

- Managed the participation of 25+ trade shows per year, everything from working with the display build team, selecting suppliers, coordinating the logistics, and bringing together the multiple departments for a successful show
- Email marketing strategy, development, and management and direction to Web & Database Coordinator for execution and design. Worked with the Website Coordinator to develop more useful analytics and understand our site users better, enabling us to write a thorough RFP for a site redesign
- Retail Merchandising, including retail product line reviews, product launches, and catalogue production. Creation of a product display manual for brand consistency coordination of planograms, load-ins, and development of custom merchandising fixtures

DAY-TO-DAY RESPONSIBILITIES

Collateral development, copywriting, proofing, leadership activities, assisting other departments with projects, managing up, reporting on campaigns, cross-functional team liaison, SharePoint rule maker

SALES & MARKETING COORDINATOR (CONTRACT) MILES EMPLOYMENT 4.2011-5.2012

MAJOR PROJECTS/ACCOMPLISHMENTS

- Created and wrote a collection of targeted, channel specific marketing materials, from conceptualization, copy, design to execution and deployment
- Deployed Hot Jobs and Top Talent in an all new EMS, achieving an average of 30% open rate and 50% CTR.
- Worked with suppliers to redesign the Miles.ca website
- Created StartUp HR, a human resources manual for Small Business. I consolidated over 75 pages of content into five easy steps in five useful pages of information and supplemented it with all the templates you need for the hiring process

DAY-TO-DAY RESPONSIBILITIES

- Social media strategy development, implementation, and management using Hootsuite, Cross-platform database management, HR activities (the interview process, how to interview and candidate selection)

REGIONAL MARKETING COORDINATOR VAN HOUTTE COFFEE SERVICES 11.2007-9.2010

MAJOR PRODUCTS/ACCOMPLISHMENTS

- Worked with the operations team to brand out arenas and public venues to make sure they were on brand (Rogers Arena, Abbotsford, Penticton)
- Member of the regional leadership/executive team. Attend quarterly meetings and provide direct support to each branch for their individual market needs
- Management of the marketing function regionally, including defining the budget and strategy for the year, selecting media and tactics, and executing the details, including; research, signage, printing, promotional items, and trade show booth materials
- Created a portal/news site (WordPress) for customers to keep up with new products and services, tied it into email marketing activities
- Worked to track web metrics and ROMI and increased web leads by 80% YOY in Fiscal 2007 thanks to some direct mail campaigns, and Google services
- Pioneer for social media company wide, creating the first Facebook page

DAY-TO-DAY RESPONSIBILITIES

Public environments, marketing voice for all major projects and new product launches in the region, branch-level support

CREDENTIALS

KWANTLEN POLYTECHNIC UNIVERSITY, SURREY B.C

Bachelor Business Administration - Entrepreneurial Leadership, 2005
Diploma, Marketing Management, 2003

NORTHWESTERN UNIVERSITY, VERIFIED CERTIFICATE

"Content Strategy for Professionals Engaging Audiences for Your Organization" delivered via Coursera, March 2014

QUIPS FROM COLLEAGUES

"...methodical research combined with her fresh approach certainly opened our eyes and ideas!" C. Hamilton, Owner, CHCS Web Development

"...thorough and tactical in her approach to her projects, and has done an exceptional job leading cross-functional teams" R. Noriega, Kryton International

"...always helpful, capable, and full of ideas. The marketing and sales materials she developed for our team were well done, timely, and well targeted." C. Ho, Miles Employment Group

"...a take-charge person who is able to present creative ideas and communicate the benefits." D. Labreche, Taymor Industries

"...a strong contributor in a group environment who is able provide insightful, meaningful details" D. Rattray, Van Houtte Coffee

"... her social media knowledge, and her general adaptability and willingness to help out made her a superstar team member." A Kouroshnia, Miles Employment Group