



TIFFANY K. OVERBY

MARKETING MANAGER

PROFESSIONAL SUMMARY

Highly motivated and accomplished professional seeking employment with an innovative company that values the contributions of creative thinkers. With a diverse background as a business owner, marketing manager, and social media manager, I possess the necessary skills and expertise to effectively lead a team or department in driving digital growth and improving customer experiences.

WORK EXPERIENCE

Owner & Marketing Manager

TKOverby Business Consulting, LLC | Mar 2018 - present

- Create and implement marketing strategies based on industry level market research to reach organizations goals
- Oversee the planning and execution of monthly events and community workshops, resulting in increased brand exposure and awareness
- Develop strong brand identity through multiple digital channels
- Generate new revenue streams through organic marketing by creating company website, social media footprint, and Google searches for over 120 small businesses.
- Utilize data reporting and client feedback to optimize marketing campaigns performance

Social Media Business Advisor

K12 A Stride Company | April 2021 - May 2023

- Developed, implemented and managed policies and standard operating procedures for marketing team of 10-20 employees
- Managed multiple social media and account management projects, simultaneously, providing start to finish documentation and strategy implementation to various departments
- Partnered with multiple stakeholders and executive leadership personnel to advise and train on new process rollouts
- Provided data analytics for social media and marketing campaign results based on companies top KPI's
- Create & design engaging content to keep social media channels updated and on brand
- Met 100% of marketing campaign deadlines for time-sensitive projects

Senior Executive Training Manager

ADT Security Services | Mar 2011 - Mar 2018

- Created standardized training curriculum and material for new hires and incumbents
- Evaluated and provided monthly feedback to all class participants resulting in 90% graduation rate annually
- Maintained effective partnership with executives to coach and develop new hires and incumbents in developmental areas
- Oversaw planning, implementation and distribution of large company wide projects and changes to all levels of organization

CONTACT ME



Jacksonville, FL 32244



tiffanykoverby@gmail.com



@Tiffany Overby



904.377.6472

SKILLS SUMMARY

MS Office Expert

Hootsuite | PicMonkey | Animoto | Trello | Airtable

Asana | Meta Business Suite | Google

Web Design & Management

Social Media Management

Relationship Building

Strategic Marketing

Team Building & Coaching

Project Management

Email Marketing

Training and Development

Network Marketing

Event Management

Interpersonal & Communication Skills

Copywriting

Public Speaking

EDUCATION

COLUMBIA SOUTHERN UNIVERSITY - 12/2023

Masters in Marketing

WALDORF UNIVERSITY - 03/2018

MBA: Organizational Leadership

COLUMBIA SOUTHERN UNIVERSITY - 08/2015

Bachelor of Science: Business Management

CERTIFICATIONS

IAPO International Association of

Professional Business Consultants - 11/2021

REFERENCES UPON REQUEST

WORK SUMMARY UPON REQUEST

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MARKETING MANAGER

Work Summary

tiffanykoverby@gmail.com 904.377.6472 7666 Coatbridge Terrace Jax. FL, 32244

THE BOSSES TABLE

VISIONARY & CEO

- Create collaborative community among business owners and professionals promoting inclusivity, creativity and business development
- Manage and develop a team of 4 executive members
- Project management for monthly virtual and in-person meetups, quarterly fundraising events, and annual holiday parties
- Foster strategic partnerships and negotiate agreements with local businesses and organizations to leverage resources, expand reach and increase brand exposure

STRIDE K12

SOCIAL MEDIA ASSOICATE

- Migrated Social & Content teams entire workflow process to a new project management platform and provided training sessions to implement new workflow to all team members
- Manage Instagram channel and grew audience from 14k to 19k followers in 4 months
- Manage TikTok channel and created companies 1st video to go viral from an organic post - Total of 54.1K video views to date

JAX BLACK CHAMBER OF COMMERCE

MARKETING MANAGER

- Create and manage social media content for organizations Facebook and Instagram channels
- Partner directly with Marketing Director to create marketing campaigns to increase brand awareness through social media, radio, television, and networking.
- 430% increase in FB post reach; 810% increase in FB post engagement; 412% increase in FB page followers; 615% increase in FB page likes

BLUE SKIES FOUNDATIONS

VICE PRESIDENT

- Project manager for 3 community initiative programs within the organization
- Partner with executive leaders to plan, market, & host monthly community events.
- Recruit board members, directors, executive leaders and other staff

MEEKINS SENIOR SHUTTLE

MARKETING MANAGER

- Created marketing material for potential investors, partners and customers
- Designed and managed company website and social media channels
- Organized official launch campaign, including email marketing, local news interview, Facebook Live Streaming and in person event.

ACCOMPLISHMENTS, AFFILIATIONS & PARTNERSHIPS

2020 - 2023 Nominee Best Business Coach/Consultant by the BEST Society

2021 Ms. Entrepreneur - Fabulous Woman Pageant

2021 Ms. Fabulous Woman Pageant Winner (30+ Age)

2019 ACHI Woman on the Rise Award

Jax Bridges Alumni

Jax Black Chamber of Commerce

The Center for Confidence

Google's Startup Grind Jacksonville

Praise 107.9

Rivercity Live

Buzz TV

The Hilltop Restaurant

1Bridge Connect