# **PH: 206.914.2350** **TAMARA CAREY E:** **tcmktg@comcast.net**

## **MARKETING AND RETAIL PROFESSIONAL**

- Results oriented product marketing professional with extensive experience in B2B and B2C markets.  
 - Strong product launch process management from product inception to post launch evaluation and ROI.  
 - Adept at taking technical product specification data and crafting benefit oriented messaging.

- Creative marketing professional who thrives in multi-tasking, fast changing business environments.

**PROFESSIONAL EXPERIENCE**

**LUMICOR, INC. Renton, WA April 2013 – November 2013**Manufacturer **-** Architectural Resin Panels

**Product Marketing Manager** - Plan and execute positioning and launch process for new architectural product introductions.  
 - Create and execute innovative marketing programs to drive product demand.  
 - Create cohesive branded marketing tools to support field sales team.  
 - Coordinate and conduct monthly field sales training conference calls.  
 - Manage all media touch points: Website . Print . Social Media . Monthly email campaigns

**UW FOSTER SCHOOL OF BUSINESS** **Seattle, WA      January 2012 – April 2013     
  
Senior Manager Marketing And Business Development** - Manage and maintain all media touch points for Executive Education Programs.  
 - Responsible for CRM program management and business development opportunities.  
 - Corporate liaison for Executive Development Programs within Puget Sound Region.  
 - Conference and tradeshow planning and execution.

**BISWEBDESIGNS Maple Valley, WA January 2010 – Present**Freelance - Contract Internet Solutions

**Principle**

- Created and maintain 22 websites.  
 - Manage social media footprint for advertising and marketing initiatives.

- Established and created quarterly International digital magazine.

- Manage CRM database for international publication and ecommerce.

- Create and manage ecommerce websites.

- Create and manage online direct marketing campaigns.

- Corporate consultant for international non profit.

**CLASSIC ACCESSORIES, INC. Kent, WA January 2005 – January 2010**Manufacturer Storage and Organizational Products

Director Of Marketing

- Planned and executed corporate marketing strategy for B2B and consumer markets.

- Five years of double digit sales growth annually.

- Implemented comprehensive company re-branding program: logo, website, print materials.

- Responsible for all touch point collateral: website, annual catalog, product packaging, trade shows.

- Leader between cross-functional teams of product development, sales, creative services and marketing.

- Responsible for the successful operation of 7 member graphic design department.

- Increased John Deere corporate licensee sales from $ 500,000 to 3M in 4 years.

**SUN PRECAUTIONS, INC. Everett, WA March 2002 - October 2003**

Manager Marketing And Retail Operations

- Managed retail sales, merchandising, replenishment and marketing programs.

- Responsible for store merchandising strategy and design.

- Created programs to build process and consistency into this entrepreneurial company.

- Implemented marketing initiatives that increased doctor referrals sales by 12%.

- Team member for product design and product strategy.

## **MOLBAK’S Woodinville, WA April 1999 - September 2001**

**Director Of Marketing** **(2000-2001*)***

- Utilized strategic planning and creative problem solving to maximize advertising, PR and website.

- Increased print impressions by 112% from previous year.

- Developed infrastructure to improve communication and budgeting.

- Spearheaded comprehensive website development creating 114 informational web pages.

- Increased visitor sessions by 98% and expanded average visit session time by 53%.

- Established email database of 5,000 in three months.

- Planned and implemented booth for Northwest Flower & Garden Showproducingsales increase of23%.

**Merchandise Manager (1999-2000)**

- Executed strategic positioning, merchandising, visual presentation, advertising and shortage control.

- Managed team with $26M sales responsibility for multi-site nursery and home décor retailer.

- Achieved +3.8% to margin plan and +3.45 to sales plan first 6 months after completion of training.

- Reversed STD -3.0% sales drop in Woodinville store to +3.8% increase second season.

- Increased gross margin by 4.7 points in 4 months from 41.9% to 46.6%.

- Spearheaded creation of annual sales and margin planning tool with company controller.

- Created multiple product promotions throughout year, which produced sales increases of +12 – 48%.

## **EAGLEQUEST GOLF CENTER Kent, WA March 1997 - March 1999**

**General Manager**

- Managed annual budget, revenue strategies, merchandising, marketing and site maintenance.

- Produced increases of 22% total revenue, 32% retail sales and $214,000 cash flow.

- Operated Facility rated top 50 in nation for retail centers in this specialty.

- Site selected by Nike for state of the art concept shop.

**MACY’S Sacramento, CA April 1990 - January 1997**

**Store Director *(*1995 – 1997)**

- Entrepreneurial P&L management of $34M retail department store.

- Executed decisive team leadership for 10 management personnel and 150 store associates.

- Increased sales fall 1996 to +11% against –7% division sales.

- Produced number one shortage results in 84-store corporation with .5% shortage 1996.

- Consistently achieved top 10 in customer shopping scores for Macy’s West.

**Assistant Store Director *(*1990 – 1995)**

- Achieved 5.7% increase in sales in 1992 ranking #2 in division and #6 in corporation.

- Partnered with corporate merchant group to drive Liz Claiborne sales to +26.6% vs. company downtrend.

- Developed strategic merchant alliances to create + 4.3% increase in sales after 4 years of decreases.

## **EDUCATION**

**B.A., Business - Merchandising - Textiles - San Diego State University**  
Leadership That Shapes The Future Certificate - UW Foster School of Business  
Strategies For Effective Negotiations Certificate - UW Foster School of Business