# **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