



## TANIA WOODS

MARKETING PROFESSIONAL

### CONTACT

Location  
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### EDUCATION

School / Year  
University of Florida, 2008

Degree  
BS Business Administration

Major Concentration  
Marketing & Communications

### TOP SKILLS

Storytelling  
Social Media Management  
Graphic Design  
Handlettering  
Content Curating  
Editing  
Web Design  
Idea Generation

### ABOUT ME

I'm an experienced marketing specialist, creative director, and storyteller, with 6+ years of experience creating and executing marketing strategies to drive share of heart, mind, and market for brands and products.

I am passionate about the art of storytelling. My greatest strength is my ability to curate written and visual media to build authentic, meaningful, and compelling content that relates to diverse audiences. I am an excellent communicator, and have experience using social & digital media to enhance marketing communications and form client relationships. I'm actively seeking an opportunity that will combine my marketing knowledge, people savvy, and creativity.

### WORK EXPERIENCE

#### STORYTELLER & EDITOR

INKFULLY / Seattle, WA / 2014 – Present

Founder of Inkfully & Host of The Inkfully Podcast – an online storytelling community for women. The purpose of Inkfully is to inspire, encourage, and empower women through sharing vulnerable narratives and introspections.

- Designs and manages all aspects of the Inkfully brand: website, print, email, podcast, and social media marketing content.
- Sources, hires, and directs creative team of photographers, videographers, illustrators, models, and stylist for various digital media campaigns and product launches.
- Creates detailed Production Plans and Contributor Guidelines to ensure brand clarity and continuity across creative team.
- Researches, solicits, selects, and edits guest contributor stories for authenticity, brand voice, and audience impact.
- Writes original content on a reoccurring basis, generating an average of 2,500 impressions per post.
- Publishes Inkfully's monthly community newsletters via MailChimp. Builds and manages email list and announcements.
- Manages social media engagement of 4000+ followers that make up our online community. Responds to follower comments and DM's.
- Speaks at various events and conferences on marketing and storytelling best practices.

#### MARKETING SPECIALIST

Look' N4 Marketing / Seattle, WA / 2017 – 2018

Marketing specialist for Look'N4 Marketing, a full-service marketing agency providing brand identity, graphic design, and web development services for individuals and small business in the \$1MM-\$3MM operating range.

- Facilitate brand identity questionnaires and target market analyses for assessing business needs of new customers.
- Conducts background research to better understand the client and opportunities to drive value for their brand.
- Leads idea generation, story mapping, and brainstorming sessions to establish initial brand concepts.
- Sources, hires, and manages creative sub-contractors to drive project execution. Oversees and proofs client email correspondence.
- Advises and mollifies problems that arise with between clients and creative team. Provides valuable insight in order to resolve disputes.

## SOFTWARE KNOWLEDGE

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Adobe Photoshop

Adobe InDesign

Adobe Illustrator

MailChimp

Wordpress

Hootsuite

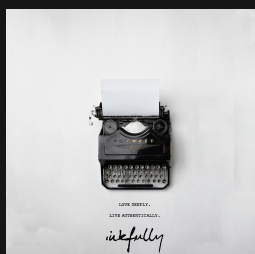
Google Ads

MS Office Suite

Facebook

Instagram

Twitter



## WORK EXPERIENCE

(Continued)

### MARKETING COORDINATOR

Mill Creek Co-op Preschool (MCCP) / Mill Creek, WA / 2016 – 2018

Marketing Co-chair and Board Advisor at MCCP – a parent cooperative preschool program. Responsible for designing all marketing materials promoting school and community events, as well as managing our social media channels, and maintaining the MCCP website.

- Designed marketing promotional materials for print and digital media use.
- Posted updates to the MCCP Facebook page on a reoccurring basis.
- Presented upcoming events, parent suggestions, and other marketing updates during monthly board meetings.
- Coordinated local community events (walks, runs, conferences) to promote, recruit, and gain additional exposure for the school.

### COMPETITIVE MARKETING SPECIALIST

Motorola Solutions / Ft. Lauderdale, FL / 2008 – 2010

Competitive analyst responsible for monitoring industry trends and product releases in the Enterprise Mobility market.

- Maintained routine communication with clients and customers via calls, surveys, tradeshow, and networking events.
- Performed marketing research (cost analyses, voice of the customer, etc) to analyze market trends.
- Presented in-depth reports to senior management to aid in decisions regarding marketing and positioning strategy.
- Collaborated with engineering, sales, and product management to better understand product advantages and disadvantages in order to adequately market the end-user experience.
- Partnered with communications counterparts to develop key messaging for marketing materials for the Motorola two-way radio product line.

## SPEAKING ENGAGEMENTS

### GUEST SPEAKER

Podcast Movement Evolutions Conference / Los Angeles, CA / 2020

Conference Speaker: "The power of storytelling, what it is, why it works, and how to captivate your audience every single episode."

She Podcasts Conference / Atlanta, GA / 2019

Conference Speaker: "Let's Tell a Story"

Churchome – "SHE" / Bothell, WA / 2018

SHE is a multi-campus women's event where we gather to be encouraged in the Lord, and build up one another cross generationally. I had the honour of speaking on the topic of *"Hope in the Valley."*

Mom's Who Brunch (MWB)/ Seattle, WA / 2017

Moms Who Brunch is an monthly women's gathering committed to bringing moms together to empower them in their faith walk, and provide an environment where moms are refreshed, inspired, and motivated - all over a tasty brunch! I gave a inspirational message entitled *"Live More, Worry Less."*