

# Tammy Arthur

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## Characteristics:

Goal-Oriented	Loyal	Honest	Dependable	Responsible	Strong Work Ethic
Problem Solver	Multi-Tasker	Detailed	Organized	Creative	Adaptable
Quick Learner	Trustworthy	Accurate	Team Player	Pro Company	Proactive
Computer Proficient	Independent	Positive	Forward Thinker	Deadline Driven	Focused

## Summary:

I live and breathe Marketing. From the smallest to the largest pieces, I am analyzing everything I see; for ideas, what I would of done differently, readability, clarity of message, font choice, color choice, etc. Marketing is literally all around us and I learn something every single day. I specialize in tailoring advertising to the industry and audience of my client. Understanding my client's needs and custom-designing for each has carved out a niche of branding, which I truly enjoy. My clients and/or employer become priorities that I nurture, defend, and commit to 110%. Along with almost a decade of freelance from my home studio, I keep the ideas coming and sustain my diversity in design. I take pride in relationships that have spanned years are testaments to my commitment and success.

## Employment History:

**January 2018 - Current Marketing Director / Graphic Designer, LeeCorp Homes, Estero, FL**

### Website Design:

Web views were up 19% in just 7 months. Integrating a design center approach allows clients to browse our selections in the comfort of their home, embedded videos and other items to keep viewers on our site to improve navigation. Added a "news" page and a "resource library" to educate our customers. We had a new website design quoted at \$3,500 just for the layout, but I took it upon myself to learn the online program and designed myself.

### Graphic Design:

A revamp of all ads to look more professional while keeping the established branding, but with a cleaner modern feel. Layout of newspaper ads, magazine ads, display boards, press releases, brochures, establishing consistency in all collateral. Overall cleanup/remake of art pieces and new image library to facilitate quality ads. Upkeep of our model information and general collateral to ensure accuracy at all times. A taste of this can be found in the "Before & After" section of my online portfolio. Created a streamlined process for the Sales team to order the homes which saved time and eliminated chance for errors, making the process much more efficient.

### Event Planning:

Annual Open House event planning. Advertising, sponsors, vendors, decor, radio, prizes and food. Coordinating setup, schedule and tear down. Also coordinating a Fall Open House this year.

### Vendor Relations:

Negotiating rates with vendors for our ad placement as well as seeking out additional places to advertise. Creative placement via problem solving via seeking out partnerships with businesses that service areas to achieve unconventional advertising (park websites & newsletters, maps, movie theaters, park events, etc).

### Administrative:

Assistant to; Owner, Accounting, Project Managers and Sales. Tech support relations, Key holder. Telephone system setup and revamp to eliminate lost calls. Developed an alternative method for client database which was a cost-saving measure.

### Model Decor:

Assisting in the interior design choices for each model. Monitor each model to ensure presentation to the public is consistent with our image.

### Promo Items:

Negotiate and propose promo items for events and handouts. Inventory management, invoice reconciliation, vendor relations. Improved on closing gift, making it unique to our company as well as creating a referral pack to further enhance our word of mouth traffic.

### Design Consultant:

Implemented a Design Center. Goal: To allow our clients a calm focused environment to chose their options. Larger samples acquired to better facilitate option choices presented in a professional format. Computer driven 3D views of their options choices to cement the decision and coach through the process.

### Project Tracking:

Through Smartsheet, keeping the status of pertinent paper trails through the project tracking to aid our Sales Team as well as Project Managers through each home we set up.

### Social Media:

Facebook posting was very erratic before I was hired. Our "likes" were at 2390. Taking over mid Feb. 2018 with regular postings, the "likes" are at 2,514 (as of 8/9/18). Audience participation has increased as well. From 7/6 - 8/2, page previews on facebook increased 164%. Post engagements keep going up as well!

### Eblasts:

Eblasts were not being utilized on a regular basis. I send one out every month and my most successful eblast had a 43% open rate, which is our highest rate in the last 4 years. They now have the phones ringing!

I feel marketing is a huge reason why our sales level had not dropped over the summer/fall of 2018. It is typical for this industry in SWFL to slow down during the summer into fall and we have not noticed a drop this year. This year as outsold the last few years as of July. In fact, they are so busy at this time that some our build style such as stilt-built homes have gone on hold until we can get more houses placed.

**10/15 - 10/17    Graphic Designer / Social Media, iAuto Marketing, Memphis, TN**    During this time I was a freelance artist for a year. I then was asked to become an employee.

- Designed pieces for monthly websites for 9 dealerships: sliders, ads for facebook, social media needs.
- Weekly newspaper ad designs for dealerships with elements required by auto manufacturers.
- Layout of postcards, direct mail and event flyers for dealerships as needed.
- Worked with key contacts at 9 dealerships (mostly owners) to gather information needed for ads, proofing ads & mailers, negotiate costs and maintain deadlines. Acquiring mailing lists, providing event art, etc.

**02/12 - 02/16    Marketing Manager / Graphic Designer / Social Media, VESCI REAL ESTATE TEAM of John R. Wood, Naples, FL**

During this time I was a freelance artist for two years. I then was asked to become an employee.

- Planning & layout for all advertising: In-office advertisements, magazines, eblasts, direct mail, flyers, brochures, etc.
- Layout of all window advertisements and upkeep of outdoor displays & brochures at various locations in Naples.
- Utilized Matrix (SWFL MLS) to plan advertising and pull information to use in layouts as well as define EDDM mailing areas.
- Analyzing and implementing area stats information from NABOR to enhance our advertising & updating materials.
- Social Media: Facebook, pinterest, Homes & Land, Matrix, youtube, etc. art as well as daily upkeep of image online.
- Vendor Contact: Obtaining quotes and knowing the printer's capabilities to achieve best result.

October of 2010, I started my home studio (Happy Dog Studio) and continue to serve clients on a freelance basis. Visit [www.MyHappyDogStudio.com](http://www.MyHappyDogStudio.com) to find more information and view my portfolio. Many of the current clients I have served since starting the studio and are testaments to my devotion to my work and my clients.

**08/10 - 12/10    Program Assistant to Sales Director, Destination Resources, Naples, FL**

This business utilizes me in a freelance capacity at this time when needed.

- Developed client proposals/contracts to assist the owner in the sales phase.
- Vendor procurement for program schedules as well as keeping up-to-date information on all vendors.
- Assist with events and operating programs as needed.
- Maintain inventory in our warehouse filled with event decor and linens.

**01/10 - 05/10    Business Operations Manager, Principal Investigators Association, Naples, FL**

This was a startup business of some former co-workers. I agreed to help them during the startup process.

- Managed Audio Conference Division - marketing of monthly audio conferences (speakers and topics).
- Managed a team of four off-site people as the head of the e-mail list acquisition team with weekly quotas.
- Monitored all teleconferences as scheduled to ensure start & finish times as well as audio clarity.
- Searched web for pertinent topics and then searched for credible speakers.

**02/08 - 01/10    Marketing Coordinator / Assistant to Marketing Director, Miromar Development Corporation, Estero, FL**

- Participated in the team's creation of materials for events, newsletters, newspapers, magazines, billboards, eblasts, etc. - four entities.
- Vendor relations/negotiations. Contract reviews with Marketing Director and VP of company for each magazine & billboard contract.
- Provided collateral needs to our four entities: events as well as an extensive marketing collateral list for Sales Center.
- Kept an inventory of all marketing materials, costs, generating reorders and cost analysis.
- Tracked project progress in Microsoft Access, maintained job log (work progress) and work history for the Marketing Department.
- Managed vendor quotes and achieved approvals from Marketing Director, VP and then CFO.
- Vendor invoice processing through Accounts Payable by providing history, quotes, samples.
- Monthly reconciliation/accounting accruals (4 entities).
- Event planning as needed. Determine marketing needed as well as items we were to provide for event ranging from roses to event staff.
- Facilitate Marketing Director by generating needed materials for all upper management meetings.
- One of the few chosen for filling in at receptionist desk on multi-line phone system when requested. Phones, guest greeting, etc.
- Facilitate Marketing Director by creating and maintaining budgets and reconciliations for cost tracking for all four entities.
- Creation of eblast setup in eCampaignPro for monthly eblasts as well as cost tracking and analyzing results.
- Slide creations for events or announcements used for resident television channels.
- Created stock supply and a system for quickly fulfilling marketing sample pack for owner to present to contacts.
- Proofing all marketing generated by our department.

- Participated in meetings with staff members as well as vendors.
- Assisted with interviews for staff in Marketing Department.
- Attended events representing the Marketing Department such as CBIA, Sand Dollar, etc.
- Contributed to the writing and presentations submitted for annual builder awards.
- Pulled and cleaned resident list for quarterly mailing of newsletter.

## **08/02 - 02/08 Traffic Control / Graphic Designer / Production / Fulfillment / Online Content Manager, Eli Research, Naples, FL**

This branch of Eli Research is no longer in business. My former branch president now owns a similar company, which I freelance for currently as needed.

- Set deadlines with editors all over the world to achieve timely printing of newsletters each month. Over time we grew to 150 monthly.
- Marketing for newsletters, products, live audio, teleconference, and book divisions such as flyers and ads in other departments.
- Layout of newsletters (8-16 pages)/teleconference flyers, product flyers/ads for newsletters, and retention (renewal) letters.
- Worked with the Accounting Department on reconciliation, accruals, budgeting, forecasting, analyzing costs.
- Created analysis on sales, costs, etc. for owner as requested. Our owner frequently asked me specifically for my analysis.
- Assured newsletter layout by our writers were press ready and corrected any issues to avoid printer design correction costs.
- Analyzed customer data pulls and determined order quantity along with monitoring printing/mailing costs.
- Tracked each marketing effort's success along with telemarketing use of newsletters in their programs.
- Worked to ensure our product fulfillment was flowing and utilized my customer service skills to solve shortages and customer contact.
- Implemented several cost saving ideas such as; printing interior of newsletters in grayscale and only cover in 4 color. Saved thousands!!
- Streamlined the printer billing estimates by creating a job order in excel to accurately predict all costs to allow accounting to forecast costs quarterly and meet my budget.
- Processed invoices from vendors. I was required to approve all invoices. Any errors found I dealt with the vendors to resolve, eliminating the need for the accounting department to take the time to investigate.
- Managed one on site employee, three off-site employees performing online subscription copy uploads as well as two employees in India.
- In charge of our online subscription system which required my employees to upload all content online each month.
- Toured vendor facilities that wanted our business and gave recommendations. Tours allowed me to streamline my processes to improve the fulfillment of our product or change our processes to match the vendor's capabilities and workflow.
- Assisted teleconference department to monitor teleconferences in progress as needed, eventually becoming part of the program planning.
- Assisted and provided information for our Sales Manager to allow call center to have accurate picture of newsletter delivery and product availability.

## *Testimonials*

I can't tell you how happy I am that we connected. You are an asset to swfl Naturally. Thank you for all of your efforts.  
~Lynda

Ta da! Love it! Looks awesome - such a professional touch you have! ~Mari

This is why I like working with you, totally on the same page whether we talk every day or not! ~Lynda

I love it... I think John will too. You sure can make us look good!!! ~Mary  
Looks great! Thanks for all of your hard work. ~John

OMG! I LOVE IT! You are one of the most talented people I know...this looks terrific!!! ~Mary

I think that you are amazing. I appreciate everything you do! ~Kristen

You are the best. Thank you for your dedication. I don't know what we'd do without you. ~Markie

I'll tell you this much - you are seen as irreplaceable and key to our success.  
~ Kristen

Tammy is a whirlwind of efficient backend detail process management blended with the surprising bonus of design skill. She can create functional media flow systems and both execute the flow and document and train others to expand the scope. Very talented, very detail oriented, but able to look at the big picture with flexibility and fix the odd unexpected things that come up in any set process.  
~Mike Campbell, Eli Research

Tammy pays meticulous attention to detail, and she keep track of every project without missing a beat. I have always been amazed with the amount of work that she has on her plate, but I always felt that my projects were the most important to her.  
~Christopher Owens, Eli Research

During my tenure at Eli, Tammy was the oil that kept the editorial and marketing machines on deadline - and that

was a tough task! With over 150 separate publications and countless direct mail efforts being coordinated each month, Tammy held a very firm yet friendly grip on the process and the staff were appreciative of her graphic contributions to their projects. If you need a fulfillment manager that will get your pubs out on time, has a creative flair and a pleasant personality...Tammy is the woman for the job!  
~Debi Melillo, Eli Research

I had the pleasure of working with Tammy for numerous years. She was results and deadline driven. She was always positive and eager to tackle any project put before her. She successfully communicated with staff in multiple offices and on several continents. If there was anything that needs to be done, you can absolutely give it to Tammy with confidence that it will get done on time and correctly right out of the gate.  
~Sam Saldukas, The Coding Leader

## Education:

Odebolt-Arthur School System, Odebolt, IA 1987 • Western Iowa Tech College, Sioux City, IA 1989  
AXIA University of Phoenix - Associates in Accounting

## Software:

Adobe Creative Cloud (InDesign / Illustrator / Photoshop) • Microsoft Office Suite • QuickBooks • Matrix • ACT. I have also used Pagemaker, Quark, Timberline, etc.

## References

Mary Johnson  
239-272-1146  
Former Owner of Fit Life  
Director of Fitness & Spa  
Operations,  
The Commons Club

Renee Bechler  
239-314-9462  
Former Art Director  
(Miromar Development)

Kim Darrow  
239-332-8600  
Owner of Palm Printing

Sheryl Ferrie  
239-248-4650  
Event Planning  
Owner of Destination Resources

Pamela Smith  
928-925-8415  
Owner of Imagikins

Samantha Saldukas  
239-293-2940  
Former Supervisor at  
Eli Research President of  
The Coding Leader

Christian Hayes  
813-459-7706  
Client  
Round 2 Marketing

Mark Heyward  
407-608-2750  
Owner of Timberwolf Organics

Jan Rich  
239-642-8674  
Co-Founder  
For the Love of Cats

## Tammy, the Freelance Graphic Artist

Although I have an Accounting degree, I truly love Graphic Design and Marketing as well. I create unique pieces for each and every client I have while running what is essentially my own business and working a full time job. I have enjoyed freelance design going on a decade now. What started out as an idea has turned into some fabulous connections and life-long friends. From the smallest entrepreneur to nationally known businesses, I am so lucky to have had a part in their success. I have a very tenacious will to learn while growing as a designer and marketing professional. I frequently take courses online to learn from my peers and grow my knowledge base. My accounting degree and general love of math helps me in all aspects of freelance and employment. Generating graphs, producing functioning excel spreadsheets, tables, etc. have a place in my designs as well. I am so fortunate to have a well-rounded workload with wonderful people. Below is a list of my clients to illustrate the range of work I enjoy.

The Coding Leader  
Dawn of Designs, Boca Raton  
For the Love of Cats  
Crunch Fitness Franchise, Corporate Office  
Unlimited Printing, Tampa  
Solaris Rehab  
Maurice Bassett Publications  
Option 3 Design

Commons Club Fitness & Spa at the Brooks  
Timberwolf Organic Dog Food Products  
Tim Sykes, Anchor Real Estate  
Mari Vesci, VESCI REAL ESTATE  
Trek Bicycles  
Tim's Kids Foundation  
Essential Green  
Round 2 Marketing

Imagikins  
Destination Resources  
Stamper Automotive  
Hildes Massage  
Dulin's Dodgers  
Romanza Interiors  
Baha Mar Resort



Portfolio of design highlights can be found at: [www.behance.net/HDSasTammyArthur](http://www.behance.net/HDSasTammyArthur)  
My LinkedIn: <https://www.linkedin.com/in/tammy-arthur-79450923>





## Recommendation Letters



To Whom It May Concern:

Tammy Arthur joined Eli Research in the fall of 2002. At that time, the position was still new as was the addition of The Coding Institute. Within in a couple of months, Tammy had made it into a well-oiled machine combining two company's publication production without a hitch. She was responsible for production, tracking costs, editorial deadlines, vendor relations, and aiding the Accounting Department with month end procedures. Tammy's ability to provide a thorough analysis when ever called upon was one of her strengths. She took it upon herself to learn everything she could about the company.

It should be noted that Eli Research was at 40 publications a month when Tammy started and by the time she left the company Eli was producing well over 150 issues a month. Along with production, scheduling, and graphic work, Tammy was also responsible for overseeing the Online Subscription System and coordinated the upload of our issues in a timely manner.

Tammy's cost saving ideas were always plentiful and she was indeed an asset to the company. Never shying away from a challenge, she always provided support and worked with a high level of dedication.

When Eli implemented our new inventory/data system, Tammy learned her portion effortlessly and became an integral part of keeping customer orders flowing and handling any problems that arose along the way.

Before leaving the company, Tammy had transferred to the Teleconference Department while continuing to oversee the production department. While in the Teleconference Department, her skills in our new database system were an asset. Things were quickly running smoothly and a more accurate tracking of workflow began.

Tammy is definitely a find and I would highly recommend her to any employer that seeks an organized, dependable, self-taught, hard working, smart, deadline driven, mathematical, and responsible employee. Eli Research grew quickly in the time Tammy was there and she kept everything on the tracks and was always there to help out if other departments needed her help. She was truly an asset and Eli was proud to have her on staff.

Sincerely,  
Greg E. Lindberg  
CEO of Eli Research

**CARTER**  
**Carter-Pritchett Advertising**  
INCORPORATED  
*An Outdoor Advertising Company*

P.O. Box 3648, North Fort Myers, FL 33918  
phone (239) 543-1110 fax (239) 543-1765

To whom it may concern;

I had the pleasure of working with Tammy Arthur in her marketing role with Miromar Development. Tammy was always very professional, prompt and most importantly thorough in the projects that we worked on together. A number of the projects that we worked on together were of a time sensitive nature and Tammy made it very easy to complete the tasks.

I would recommend Tammy for any job that encompasses customer service or vendor relationships. Tammy's attention to details, time management skills and overall project management's skills would be an asset to any company.

Sincerely,

Jhanna Tucker  
Carter Outdoor Advertising

August 2010

To Whom It May Concern:

If you are reading this in consideration of hiring Tammy Arthur for any position within your company, then you can discontinue your search. I am extremely particular and only hire the best of the best and I must say she is "exactly" that. I assure you Tammy will be the employee you are searching for no matter what the position entails!

I have worked with all kinds of different personalities, talents, and skills, but I have never had the pleasure of working with someone as well-rounded as Tammy Arthur at Miromar Development Corp. She is the "complete package". Her title was Marketing Coordinator, but that doesn't even begin to cover all the responsibilities her job entailed. Working in our in-house advertising agency for Miromar Development Corp. was an extremely fast-paced, quality and deadline driven environment that could change at a moment's notice and only the best of the best would be able to survive and even thrive as she did. I, as well as our entire team, counted on her in so many areas, that we wished we could have cloned her because there were just not enough hours in the day. She was the best "hub" of the "A Team" in my entire marketing career to date.

She learned the entire Access Database Marketing Production Job System basically on her own by asking a few questions and following a "second-hand" manual. Not only did she master this system, she improved it, and built upon it adding more reports and better ways to improve the quality and efficiencies of the department.

Her production and printing knowledge and thirst for always learning more was invaluable in this position, helping the art department to keep the enormous amount of jobs flowing throughout the department from job jacket requests, to request for quotes, obtaining three bids, analyzing for accuracy against each other, fully understanding the quotes, re-negotiating with vendors (who she developed very trust-based relationships with) and developing a one-page summary before presenting to the Art Director and myself for decision making. This is a very specific and hard to find talent which is just one minor example of her attention to detail and follow through with every task she undertakes.

After not having much time to spend with Tammy in the beginning, I watched her start out with a data entry, accounting, and job-flowing mindset. After a short time, I took her aside and finally took the time to explain to her how important her position was, gave her an overall business picture, and examples of how she could really benefit the department with more forward thinking. From that day forward, she "ran" the department! She was always on top of her game keeping everyone in line including me. I was in continuous meetings and I could count on her for absolutely everything even in the middle of the night which was not in her job description, but unbelievably appreciated and an outstanding work ethic rarely seen anymore.

She went from data entry of budgets, to learning why I budgeted and how and doing them on her own for my review, was always one step ahead of me, kept media contracts moving which was no easy task seeing there were hundreds that started and ended at different times during the year and they were always re-evaluated and re-negotiated and her persistency got answers from the company and the vendors were forever thankful.

The marketing department was responsible for marketing of Miromar Development Corp., Miromar Lakes Beach & Golf Club (including Resident, Amenity, Social, Bridal Venue, Catering, Concierge, Rentals, Resales, etc.) Miromar Design Center (including leasing and atrium rental and event coordination) and Miromar Outlets. She kept everything moving through only one marketing manager for Miromar Outlets and one for the Design Center, the rest was left up to both of us with her learning to read my mind most of the time.

All of this, while balancing accounts payable, and inventory of all collateral. She made my job more manageable as I could trust her to assist me with anything I was working on as well as her duties.

Tammy has an amazing ability to plan event preparation as well as her other duties. We had several events for the public and the residents, which she prepared for with ease due to her pre-planning abilities.

She was the "hub" and always had the answer. Her work ethic is extraordinary and she always met deadlines while helping the entire department stay on deadline. Tammy had her finger on the pulse of all of our work at all times and had a knack for seeing problems beforehand and having a solution to make the workflow continue.

When Tammy left the company, when I awoke from denial, her absence was definitely felt and her skills were missed immediately. I would highly recommend Tammy for any position that demands a person that is organized, deadline driven, dependable, and a joy to work with. She knows something about absolutely everything and has computer skills with all programs that are unheard of. I still miss her every day!

Sincerely,  
Connie J. Hill

Former Director of Marketing, Miromar Development Corp.  
(May 2006 – January 2010)

To Whom It May Concern

I had the pleasure of working with Tammy Arthur while she was employed at Miromar Development. Tammy was my "go to" daily link to the Marketing Director to manage the various advertising promotions we had contracted for several of their projects.

I enjoyed working with Tammy because she was diligent in her follow up communications and consistently met deadlines as it regarded materials submissions. Tammy also managed invoicing and maintained timely payments of all invoices. She worked well with me in advanced anticipation of contract renewals and was professional in all aspects of our working relationship.

I highly recommend Tammy to any employer in need of a well organized team player with articulate written and spoken communication skills to manage multi tasks for their company. She was a pleasure to work with for Miromar's various advertising programs.

Sheryl Cook  
Ritz-Carlton Magazine  
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