**Tami Jones**

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**Linkedin Profile:** [**https://www.linkedin.com/in/thamarrahlacostejones**](https://www.linkedin.com/in/thamarrahlacostejones)

**EDUCATION:** Florida Atlantic University, Boca Raton, Florida

**Bachelor of Business Administration in Marketing**

**GPA 3.07/4.0 From: August 2013 Exp. Grad Date: May 2017**

**RELEVANT COURSES:**

|  |  |  |
| --- | --- | --- |
| * Marketing Management * Social Media Innovation | * Digital Marketing * Information Systems Management | * Statistics * Calculus for Business |

**BILINGUAL:** English/ Haitian Krèyol

**CERTIFICATIONS:**

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| **Certified Notary Public** Dec 2015 - Dec 2019 | **HubSpot Inbound Certified** Jan 2016 - Feb 2017 | **Hootsuite Certified** Starting Mar 2016 |

**EXPERIENCE:**

**Cyzerg, Miramar, FL Marketing Assistant (Internship)** **March 2016 — Present**

**GiaCare, Fort Lauderdale, FL Business Development Assistant** **March 2015 — February 2016**

* Generating business by identifying and researching government opportunities
* Maintaining customer relationships through ongoing communication
* Preparing research for and assisting in writing technical responses to bids

**Docassist, Miramar, FL Marketing Manager (Internship) March 2014 — Dec 2014**

* Increased the amount of qualified leads by 15% by implementing Inbound marketing strategies
* Implemented SEO tactics leading to page 1 placement on “Cloud Document Management” search
* Reshaped the process of analyzing marketing effectiveness by combining MixPanel Analytics with Google Analytics

**WishClouds, Boca Raton, FL Marketing Assistant (Internship) Aug 2013 – Dec 2013**

* Developed positive relationship with clients by helping to improve their brands utilizing WishClouds.com
* Leveraged social media to increase website traffic

**TeenLink South Florida, Tamarac, FL Reporter**  **January 2012 — Jun 2012**

* Wrote articles for monthly student newspaper
* Contributed blog posts helping students with tips and tricks for high school success

**LEADERSHIP:**

**Voices for Children of Broward County** **Youth** **Leader (Community Relations) August 2015 – December 2015**

* Establishing partnerships with local colleges and universities to obtain college students for volunteer positions
* Plan, coordinate, and execute events involving multiple local and national organization sponsorships

**Sigma Gamma Rho Sorority, Inc. Executive Board Member (PR & Marketing) January 2015 – July 2015**

* Increased membership by 50% from previous semester by planning and executing campus-wide events
* Managed social media and print marketing campaigns to improve awareness of chapter activities
* Created press releases and media alerts to be distributed to multiple news stations and potential sponsors
* Coordinated multiple events and managed relationships with 5 sponsoring organizations

**TECHNICAL / NON-TECHNICAL SKILLS**

* **Software Skills:** Microsoft Office, Microsoft SharePoint, WordPress, Salesforce, Hootsuite, HubSpot, ExactTarget, MailChimp, Constant Contact, Google Analytics, Mixpanel Analytics, Adobe Photoshop, InDesign, and Premiere Pro
* **Social Media Skills:** LinkedIn, Facebook, Twitter, YouTube, Instagram