

Driven producer who excels at developing effective strategies, with a passion about business, technology, and human behavior. Possesses innate ability to size up situations and determine the best course of action - through intuition, problem solving and collaboration. Enjoys partnering with others interested in creating value in all forms, including: profit, knowledge, good will, etc. Expert at developing meaningful partnerships and building communities around shared values and interests.

Employment History

NeuroSky, Inc.

Director of Communications and Corporate Spokesperson

02/09 - Present

Directed international public relations strategy and marketing operations for startup biosensor company. Defined and developed company's brand, positioning the company as an highly profitable and socially conscious leader in the BCI space.

- Evolved public relations from occasional mentions in small publications to large stories in major publications (brief list provided below).
- Increased average unique daily website visits over 2,000% in 9 months (with peaks up to 23,000 unique views per day)
- Conducted all activities with a challenging budget by leveraging social media, PR, and partnerships.

PR: Leveraged incoming and outgoing PR efforts, successfully pitching stories to major and minor news outlets and bloggers. Built long term relationships with key media. Highly effective at getting stories produced and, in many cases, "up selling" the coverage to a larger story. Tailored messaging and pitches to individual publications and performed crisis management when necessary for NeuroSky and its partners. Managed both national and international coverage. Acted as the primary company spokesperson in place of the CEO; coached the CEO on messaging for press engagements, oversaw press engagements to ensure CEO and company are portrayed in a positive light, ghost copy and speech writing for the CEO. Awarded Guinness World record for incorporating technology into reality show. Key press: CNN, Wall Street Journal, VentureBeat, WIRED, Washington Post, L.A. Times, ESPN Magazine, Discover Magazine, IEEE Magazine, Gizmodo, Bonnie Hunt Show, The Doctors Show, The Ellen Show, etc.

Corporate identity: Created targeted messaging for a wide variety of audiences including consumer, academic, industrial, etc. Resulted in increased share-of-heart/mind brand recognition, sales and establishing company credibility. Applied brand identity to all external communication by managing or personally producing all collateral including copy writing, print design, video, photography, event displays, product packaging, co-managed product design and development, etc.

Event Planning: Event planning and management including all logistics and public relations for conferences, academic, presentations, etc.

Social Media and SEO: Implemented social media including: establishing a presence on Twitter & Facebook, tracking coverage and leveraging the marketing potential. Increased membership 400% in 3 months. Optimized website for organic search through research and collaboration with the website development team.

Business Development: Created and implemented developer and university programs to encourage application development, product adoption and increase credibility. Implemented and managed Salesforce.com CRM system. Managed the creation of a developer forum. Organized and presented at key organizations (i.e. IEEE, Stanford Assistive Technologies, Game Developers Conference etc.).

Key Partnerships: City of San Jose, Government of Hong Kong, USA Olympics, Stanford University, Mattel, independent developers, etc.

Qvale Auto Group

Marketing Manager

01/07 - 03/09

Managed development, implementation and evaluation of multi-medium strategies for 7 luxury automotive brands (9 stores), totaling 130 Million dollars in sales. Managed an annual budget of 1 Million dollars.

- Created an online marketing program that increased calls to dealership by 850%, in a 5-month period.
- Implemented comprehensive IMC: TV, Direct Mail, Internet, resulting in a 20% increase in appointments.
- Supported newly acquired business re-organization strategy resulting in a 30% increase in sales.
- Created a Lamborghini event that received 500%+ response over the allotted spaces for the event.
- Redesigned merchandising displays resulting in a 50% increase in accessories purchased at one store.
- Designed and wrote all assets, collaterals visuals for print, television, online, conferences and presentations.

Advertising/PR: Direct mail, Television (concept, production and media scheduling), Print (magazine, newspaper, charity pamphlets, billboards). Public relations facilitation for product launches, solar installation (with Mayor Gavin Newsom). Writing articles and press releases, proposal and facilitation of human interest articles related to products. Orchestrated "green" press opportunity with Leonardo DiCaprio.

Online Marketing: HTML marketing campaigns, website layout and content management, search engine optimization, basic web site programing, integration into other marketing mediums.

Program Evaluation, Government & Manufacture relations: Preparation and submitted of budget to manufacturers, submitted evaluations of events, lead generation, designed and implemented customer marketing survey creation and implementation. Represented dealerships at national marketing meetings, collaborating with advertising agencies, neighborhood meeting presentation (community relations, smart Car), authored marketing components of dealer agreements (Honda RC & smart San Jose), meeting with the California Air Resources Board

regarding legislation amendments for vehicles, permits for events.

Team Management: Hired, trained and directly managed 8 sales, marketing and administrative employees. Managed various consultants and external stakeholders.

Event: Designed, managed, and presented at numerous high-profiled client corporate & charity events, and conferences.

Production: Graphic design & copy writing; event invitations, corporate event signage, in-store promotional materials, micro-web sites. Integrated campaigns tied to community outreach. Standard photography & video, organizing, public interviews (online radio, youtube).

Clientèle Relations: Larry Ellison (Oracle), Walter Lembi (SF Citi Real estate), Richard Branson (Virgin), Richard Wagman (Global Green), Leonardo DiCaprio (Actor), Dave Chappell (Comedian), etc.

Other: Facility improvement; vendor sourcing, technology training.

Bay Meadows Racing Association

Project Manager

01/06 - 01/07

Represent the president's interests when engaging with various departments, management, and staff to remedy internal and interdepartmental challenges within the company.

- Implemented a customer rewards program, resulting in increased customer data acquisition data by 75%
- Assisted Catering department in the development and execution of marketing plan making the department profitable for the first time.

Marketing: Stood in as the VP of Marketing including, marketing plan writing, graphic design (menus, signs, website banners, business cards, sales collateral), website (design & content management), webmaster, managing 15 person marketing team.

Executive Collaboration: Acted as a secondary management member of each department as needed, including Food & Beverage, HR, Accounting, Safety. Facilitated project completion when it involved multiple departments and implemented accountability matrix.

Legislative Support: Provided the President with research and support for industry legislative efforts, drafting laws, meeting with local government representatives, ghost writing for publications, etc.

Training: Conducted training as needed for management and staff members, including the writing & design of procedural manuals.

2 Years of additional relevant employment experience

Leaders Network - Nonprofit Grants

Research Assistant to the Senior Evaluator

05/00 - 06/04

Performed research for a federal and state education grant evaluation company. Participated in over 8 separate grants covering the areas of bilingual/ESL, technology, and health, totaling \$200,000 in Sales for roughly \$4 million dollars in grants.

Research: Designed & conducted quantitative (surveys) & qualitative (interviews) research to extract data for report writing. Performed data entry & chart building (in Excel) for evaluation reports. Conducted secondary research online, using industry publications & databases.

Presenting & Training: Presented at industry conferences (NABE, NECC, etc.), assisted in workshop training (i.e. technology training for over 1,500 professors), handled logistics and event coordination.

Writing: Plans, proposals & grants.

Organization: Maintained databases to track client & participant contact information, contributions, progress, etc. Built and implemented an infrastructure for the HEAT Center "Resource Center" (which included self-training on various software and hardware technologies).

Academic Background

University of Colorado

Graduated Summa Cum Laude, B.A. Liberal Arts

2000-2004 Denver, CO

Major: Advertising/Social Marketing, Minor equivalents in Marketing and Psychology, Certification in Public Relations

- Obtained Human Subjects Approval for two separate qualitative research projects, including Honors Thesis primary research.
- Nominations for the Outstanding Undergraduate Achievement Award and the business department Leadership Award 04';
- VP of the AACM (Strategic Marketing Club). "Thinking out-of-the-Box" Award 04'- NSAC, American Advertising Federation (AAF)

Other Relevant Experience and Skills

MIT/Stanford Venture Lab, Marketing Chair and Team Member *Organizing and promoting monthly events on emerging technology for entrepreneurs, technology enthusiasts and venture capitalists* - Responsibilities include: coordinating PR opportunities with panelists, managing social media, writing event descriptions, researching and projecting industry trends, recruiting speakers and interviewing potential panelists (Founders and CEO's for prominent start-up companies), and promoting events through community and strategic partnerships.

Executive Producer "Violent Jake" Series, Received "Best of Show - Web Series" - Independent Television Festival. Co-produced a 45 minute television pilot, including: assembling the production crew, casting (for over 50 talent), contract negotiations, scheduling logistics, location scouting, permit acquisition, departmental interfacing, managing set design and special effects.

Software Adobe Creative Suite (Acrobat Professional, Photoshop, InDesign, Illustrator); iWork Suite, SPSS, HTML, email blast systems & online surveys, Google Analytics, Salesforce.com (and other CRM systems), Social Media (Twitter, Facebook, LinkedIn); Business Wire, Vocus, Video editing, Experienced in both Windows & MAC OS platforms. Ability to learn new software quickly.

Creative Video production process organization and management, applying research to creative strategy, video/sound recording. Writing (plans, business proposals, grants, press releases).

Tansy Brook Resume

Tansy Brook Press List Highlights

Below is an abbreviated list of news outlets in which I have received press coverage for my companies. This included "cold pitching", story up-selling, drafting articles, CEO quote ghost writing and representing the company as a spokesperson.

