

TASHA BISSELL

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PROFILE

Resilient marketing project manager with five years' of experience working with cross functional B2B, and B2C teams. Passionate about brand, content development and User Experience. Proven expertise in driving high organization, attention to detail and clear communication throughout the life cycle of simultaneous projects.

TECHNICAL SKILLS

Miro, InVision, Figma, XD, Workfront, Project Management, Workday, WordPress, Search Engine Optimization, Photoshop, InDesign, Illustrator;; KPI Analysis, Professional Communication.

PERSONAL SKILLS

Team Collaboration, Problem Solving, Organization, Attention to Detail, Multitasking, Multitasking, Emotional Intelligence, Creativity, Innovation

PROFESSIONAL EXPERIENCE

MARKETING PROJECT MANAGER, Ryan Companies

2020-2021

Managed B2B project timelines and content development for internal marketing agency. Organized and managed workflow timelines, to meet key deadlines and deliver results.

- Utilized InDesign and CRM tools to develop multi page proposals regarding Healthcare, Senior Living, and Multifamily Living
- Supported national business units, lead weekly meetings, captured critical notes, assigned action items and ensured project milestones were communicated and met successfully.
- Managed project requests and workflows with aggressive deadlines from Chicago, Minneapolis, Atlanta, and Phoenix regions
- Designed presentations for agency's conceptual brand reviews

MARKETING MANAGER, Life Time

2018-2020

Strategically developed B2C campaigns to align with company objectives, engage audiences and drive results.

Supported national business units, lead weekly meetings, captured critical notes, assigned action items and ensured project milestones were communicated and met successfully.

- Managed marketing project timelines and daily workflows for in house creative and marketing agency.
- Utilized Workfront to write creative briefs and manage agency workflows
- Utilized Excel and CRM tools to plan for and manage marketing budgets for medium sized business entity
- Managed website, social media, Google and all print marketing materials for 43 business locations throughout the United States
- Increased web leads by 30% over one year through implementation of SEO best practices
- Utilized Adobe InDesign and Illustrator and for immediate business needs

OPERATIONS & MARKETING PROJECT MANAGER, Life Time

2016-2018

Oversaw marketing projects for business development teams across Chicago, Houston, St. Louis, Washington, Oklahoma City, Milwaukee and Minneapolis markets.

- Organized, assisted and helped lead weekly company meetings of 150+ attendees
- Managed multiple new business projects simultaneously, with short and long term project goals

- Drove new market lead generation and brand awareness through web and Google SEO, resulting in an increase of presale leads by 60% over two years

FREELANCER, Tasha Bissell Graphic Design & Photography 2016 - 2020

Prioritized projects, developed and implemented marketing plans and materials while ensuring all efforts were fulfilled on time, within budget, while meeting the expectations of clients.

- Developed logos and brand positioning
- Developed digital footprints through websites, social media, and search engines
- Implemented search engine optimization best practices to websites and social platforms
- Developed and managed blog content
- Problem solved and delivered solutions regarding digital and print marketing needs
- Portfolio: www.tashabissell.com

EDUCATION

University Of Minnesota, BBA, Majors: Marketing & Graphic Design, 2016

University of Minnesota, Certification of UX Design, June 2021

Skills: Research; Interviewing; Ideation; Design Principles; Wireframing; Prototyping; Testing

Tools: Figma; Miro; InVision; XD; Illustrator; InDesign; Photoshop; CodePen; Visual Studio Code; Drive