

## TABITHA EMERSON

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### COMMUNICATIONS MANAGER

TEAM LEADERSHIP ■■■ ORGANIC CONTENT BRAND DEVELOPMENT ■■■ BRAND INTEGRATION

Emmy-nominated television series producer and dedicated management professional with experience in beverage, financial, home décor, technical, interactive games, and cable television industries. Effective communicator who informs up to management and inspires down to reinforce and motivate team for peak performance. Innovative thinker who incorporates brands and brand attributes into everyday lives of target consumers.

### VALUE TO ORGANIZATION

Led expansion of Energy Drink North America market from athletes to fan base.  
Collaborated to launch US branch of global network of unique, targeted content.  
Built out Energy Drink North America Communications to department that supported growing business.  
Transformed PR role to "new-age communications professional" as TV producer and content manager.  
Increased overall communications output 450% from nearly 50k to 1.8 billion impressions.  
Contributed to 2009 / 2010 events that made Red Bull the talk of target market.

Department Creation

Annual Business Plan

Budget Management

Staff Recruitment / Hiring

Training / Development

Communications Strategies

Global Point of Contact for 20+ Countries

International Content Distribution

International Content Placement

National and International Web sites

Negotiations / PR

Media Relationships

Production Agency Scouting

Content Creation

Digital Marketing

### PROFESSIONAL EXPERIENCE

ENERGY DRINK NORTH AMERICA

Month Year – Present

City, State; City, State; City, State; City, State; City, Country

7,800 employees increased Year sales of world's No. 1 energy drink to 4,204 billion cans, 7.6% over Year

#### **Communications Manager**

Recruited into position to build out Communications Department in City and Region, producing short- and long-form television and Web content. Presented annual business plans to company and global headquarters for \$1 million budget to influence 13 markets. International travel 10%.

- Helped launch US media network, center of company global media network headquartered in Country and offering unique variety of media content in lifestyle, fun, and sports on company platforms of TV, mobile, bulletin, Web, games, applications, and records.
- Created compelling, credible content and story ideas that appeal to end users in action sports and culture arena. Developed, with other communication managers, relationships and credibility in TV and media world.
- Transformed focus of communications and events audience from strict core of athletes to more general market and expanded user base with usual events in unusual locations such as Year Event, Year Event, and Year Event, and Year Event, and Year Event in City. Won over existing marketing team by acknowledging continuing need and presence of core market while introducing greater reach.
- Developed 20 field marketing staff into communications professionals; evaluated progress.
- Hired, developed, and reviewed performance of regional communications specialist to assist with work load of department growing from ground up to budget of \$1 million.
- Produced 4 seasons of 13-episode series on regional network. Three Year episodes nominated for 3 City Emmy Awards.



## MARKETING FIRM, City, State

Month Year – Month Year

B2C brand counselor / marketing communications partner with revenues of \$20 million and 150 employees.

**Account Supervisor** for Jose Cuervo, Smirnoff, Diageo Corporate, Microsoft Xbox

Hired to lead media relations and events for Xbox Game with Fame program and to work on EAS sports supplement. Managed media tours with company roster of athletes. Led development and monitored \$25,000 to \$1 million project budgets. Supervised 1- to 4-member account teams in daily operation of three largest client brands. Articulated agency plan and PR objectives for each program. Evaluated program, team, and individual effectiveness.

- Promoted from Account Executive to Senior Account Executive and to Account Supervisor.
- Grew brands by helping to win 4 new business opportunities.

## COMMUNICATIONS GROUP, City, State

Month Year – Month Year

Creative communications programs that help clients achieve highest value business objectives.

**Account Executive** for Bank of America, Bridget Dobson Studios, WeddingChannel.com, Nikon, bEQUAL

Hired to help lead Bank of America sports sponsorship program with Major League Baseball (MLB) and Olympics. Generated national, regional media placements. Developed integrated marketing / media plans.

- Managed media outreach for programs on the Bank of America account including The Hometown Heroes Program (Supporting Olympic families in Torino).
- Directed MLB sponsorship program using selected baseball stars to communicate key messages about All-Star weekend fan voting contest.

## AD AGENCY, City, State

Month Year – Month Year

Large advertising company

**Account Executive** for Thomson Learning, AIG, Yahoo! HotJobs, WRC Media, Hoover's, Banco Popular

Managed Customer Advisory Council (Q2) for Yahoo! HotJobs; delegated work to junior staff. Offered and implemented new ways to meet corporate and B2B client needs, including daily industry insights.

- Enhanced competitive advantage by exploring and securing speaking opportunities that positioned C-level executives at each company as industry experts and thought leaders.

## AD AGENCY, City, State

Month Year – Month Year

Smaller B2B agency with revenues then of \$1 million and about 25 employees

**Assistant Account Executive** for Siemens Hearing Instruments, AGI, KI

Contributed to developing and implementing successful programs for B2B and B2C marketing clients.

Managed and ensured appropriate and product corporate messages in tradeshow and publicity.

- Promoted to work with largest client as recognition for results with media and sound judgment.
- Used national event and interviews with children and parents about hearing solutions to transform perception of hearing instruments from "old people's" devices through resulting volume of local TV, radio, and print coverage in Siemens key media markets throughout US.

## EDUCATION, TRAINING, AFFILIATIONS

UNIVERSITY, City, State

**Bachelor of Arts** in communications with concentration in marketing and public relations

Sorority, VP of Finance

## PROFESSIONAL DEVELOPMENT

**People Management Program**, Company, City, State, Month Year

## AFFILIATIONS

**National Association of Television Programming Executives (NATPE)**, City, State, since Month Year