



EXPERIENCE

[2021-present]

Ajenda Public Relations, Inc.
Orange, CA

DIRECTOR OF MARKETING

- Lead the marketing department for a national portfolio of restaurant and hotel clients through business development, team mentorship and oversight of the growth, strategy, and creative services in alignment with all public relations efforts. Comprehensive marketing plan services include social media strategy, content creation, email marketing, website development, influencer partnerships, graphic design, promotion execution, event support, and more.

[2018-2021]

Hilton Hotels & Resorts
Anaheim, CA

MARKETING & PUBLIC RELATIONS MANAGER

- Commercial marketing strategy for the Hilton Anaheim, the largest hotel on the West Coast, targeting KPIs for driving group, transient and food & beverage revenue through integrated digital marketing campaigns, paid media, earned media, local partnerships, social media, influencer programs, communications and storytelling.
- Partner with Hilton Destination Marketing and Disneyland® Resort to spearhead full media plans for exclusive offers and promotions in collaboration with fellow Good Neighbor® Hilton properties.
- Manage all brand creative, execute graphic design, develop all content.
- Partner with Hilton Corporate Communications for national media opportunities and crisis management.

[2020-2021]

Tami Sisson
Eastvale, CA

CREATIVE + MARKETING STRATEGY CONSULTANT

- Independently serviced clients through design, motion graphics, social media and marketing strategy in support of pandemic economic impact recovery, including: Hilton Anaheim, Visit Anaheim, Discovery Cube, Powerhouse Communications and U.S. AutoForce.
- 6-month contract with Amyris, Inc. as Senior Manager, Marketing & Public Relations, managing digital and PR agencies for overall online retail campaign execution resulting in +235% sales growth.

[2014-2018]

Tires Warehouse
Corona, CA

MARKETING COMMUNICATIONS & EVENTS MANAGER

- Partnered with VP, Marketing to execute marketing strategy, creative, messaging and promotions targeted to build the business of the largest wholesale dealer base in the Western market while partnering with global brands and manufacturers.
- Launched and managed growth of comprehensive dealer marketing program, including a suite of e-commerce, advertising and social media tools as well as exclusive vendor partnerships.
- Lead for all corporate and dealer incentive events including the annual SEMA Show.
- Managed all media relations for the organization.

[2013-2014]

GITI Tire (USA), Ltd.
Rancho Cucamonga, CA

MARKETING COMMUNICATIONS & EVENTS COORDINATOR

- Led initiative to position top-performing consumer brand as official tire supplier for the North American Formula DRIFT series and contracted professional drivers.
- Managed all print and digital advertising programs, PR and social media for the U.S. and Canadian markets including creative production and placement strategies.
- Budgeted, planned and executed large-scale international and domestic events including customer incentive experiential and corporate conventions.

[2011-2013]

Yokohama Tire Corporation
Santa Ana, CA

DIGITAL MARKETING & PR SPECIALIST

- Developed digital branding campaigns, online contests and consumer promotions in support of national brand marketing, sports marketing, product launch, partnerships, motorsports and sales objectives.
- Partnered with PR firm to develop and distribute all organization press release and managed media relations and press room for 2021 LA Auto Show.

[2007-2011]

YG Laboratories, Inc.
Fountain Valley, CA

ASST. MARKETING MANAGER / SR. GRAPHIC DESIGNER

Managed complete corporate identity rebrand. Partnered with Director of Sales and CEO to support national initiatives including product development, launch, events, media placement and overall go-to-market strategy.

ABOUT ME

In the blink of an eye, my lifelong knack for design has bled into the universe that is digital marketing for nearly two decades. I have applied my skills in a variety of industries, spanning from global corporate powerhouses to hip and hardworking boutique agencies. An artistic soul combined with a Bachelor's Degree in Graphic Design and minor in Illustration has built the foundation for the creative standards to which I hold the work of myself, my team and my partners. When I am not chasing adventure with my family, at a concert or sketching on my iPad, call me for happy hour.

Tami Sisson

EDUCATION + CERTIFICATION

Post-Crisis Hospitality Management | 12/2020
School of Hospitality and Tourism Management
Muma College of Business | University of South Florida

Fundamentals of Media Relations | 10/2020
Muck Rack Academy | Credential ID cert_ws4y40bf

Disney's Approach to Leadership Excellence | 09/2020
Disney Institute

Fundamentals of Digital Marketing | 05/2020
Google Digital Garage | Credential ID PQD ML5 AEQ

Critical Skills for Managers | 01/2020
Hilton Hotels & Resorts

Certified Tourism Ambassador | 02/2019
Visit Anaheim

Courses for Career Advancement: Project Management, Cause-Related Marketing | 2008
UCLA Extension

Course for Career Advancement: Marketing Principles & Practices | 2007
Golden West College | Huntington Beach, CA

Bachelor of Fine Arts: Graphic Design with Dual Emphasis in Illustration | 2006
California State University, Fullerton

RECOGNITION

National Society of Collegiate Scholars

Golden Key International Honour Society

CONTACT ME & VIEW MY PORTFOLIO

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PROFESSIONAL SKILLS

Graphic Design
Adobe Creative Suite
Canva Pro
ProCreate
Microsoft Office
Facebook, Instagram, TikTok, LinkedIn
Photography

Paid Social Media Advertising
Influencer Management
Content Development
Motion Graphics & Video
Front-End Web Design & UX
e-Commerce/Shopify
Paid Search, Display, PPC, SEO, SEM

Email Marketing
Google Analytics
Copywriting
Crisis Communications
Media Relations
Project Leadership