



contact me

Tami Sisson
tami@mediafiftyone.com
714.336.7452
<https://www.linkedin.com/in/tamisisson>

portfolio: tamisisson.com

education & certification

Certified Hospitality Digital Marketer (CHDM) | 06/2023
HSMIA | Hospitality Sales & Marketing Association International

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

professional skills

Marketing Strategy	Paid Media Management
Budget Development	Paid Search, Display, PPC, SEO, SEM
Graphic Design	Social Media Strategy
Adobe Creative Suite	Influencer Management
Canva Pro	Content Creation
Microsoft Office	Partnerships & Programming
Facebook, Instagram, TikTok	Front-End Web Design & UX
LinkedIn	Agency Management
Photography	Copywriting
Email Marketing	Crisis Communications
Analytics & Reporting	Media Relations

recognition

2023 Marketing Leader of the Year
2023 Sales, Marketing & Revenue Team of the Year
2023 Outstanding Hotel of the Year
National Society of Collegiate Scholars
Golden Key International Honour Society

professional experience

Founder, Freelance Marketer, Creative Director

Media FiftyOne · Eastvale, CA · Jun 2020 – Present

- Deliver bold creative, digital strategy, branding, social media, and design for clients across industries, with clients including Hilton Anaheim, Visit Anaheim, Discovery Cube, Powerhouse Communications, U.S. AutoForce, Amyris, Concert Cruise Events, Caleres, Inc., and more.
- Specialize in launching integrated campaigns that increase visibility, engagement, and revenue. Provide strategic consulting, freelance, and project-based support to brands seeking high-impact marketing and creative solutions.

Director of Marketing

U.S. AutoForce · Remote · Apr 2024 – Mar 2025

- Led a national team across marketing, creative, events, and strategy, driving sales and revenue initiatives for internal divisions and major tire manufacturers.
- Delivered high-performing sales promotion tools and executed one of the company's most successful dealer events in Las Vegas, NV.
- Improved communication systems and team operations for streamlined execution and measurable results.

Corporate Director of Marketing, Brand Collection

Pacific Hospitality Group · Jan 2023 – May 2024

- Oversaw marketing strategy for Marriott, Hilton, and Hyatt properties across key U.S. markets with a \$1.6M+ budget.
- Drove top-line revenue growth through digital marketing, branding, and agency oversight.
- Led complete rebranding, marketing strategy and launch for the soft brand update of the DoubleTree by Hilton Santa Ana/Orange County Airport to Hotel Zessa, a DoubleTree by Hilton.
- Recognized as 2023 Marketing Leader of the Year and key contributor to multiple company-wide performance awards.

Director of Marketing

Ajenda Public Relations, Inc. · Orange, CA · 2021 – 2022

- Led agency-wide marketing strategy across creative, digital, social, influencer, paid media, branding, and analytics.
- Mentored a cross-functional team and integrated marketing efforts with PR/media initiatives for key hospitality clients.
- Continued to lead marketing and PR for Hilton Anaheim, Orange County's largest hotel and Disneyland® Resort Good Neighbor® partner.
- Managed brand development, grand opening campaigns, and launch communications for two unique restaurant concepts in high-profile locations: the Anaheim Resort District and Santa Monica Place.

Marketing & PR Manager

Hilton Anaheim · Nov 2018 – Nov 2022

- Directed commercial marketing strategy for the West Coast's largest Hilton hotel, increasing group, leisure, and F&B revenue.
- Managed all creative, PR, social media, and partnerships with Disneyland® Resort, Hilton Corporate, Visit Anaheim and local organizations.
- Partnered with Hilton Destination Marketing to develop and launch special offers for managed Hilton properties across Orange and Los Angeles counties.
- Led influencer programs and media relations, earning national/international coverage and boosting leisure revenue.

Marketing Communications & Events Manager

U.S. AutoForce / Tire's Warehouse · Jul 2014 – Nov 2018

- Led marketing strategy, promotions, events, and incentive trips for leading wholesale distributor and dealer network.
- Developed and scaled a comprehensive dealer marketing program with e-commerce, advertising, and exclusive partnerships.
- Managed all media relations, specifically regarding new partnerships, location expansion, corporate team growth and ultimately corporate acquisition.
- Responsible for overall brand identity including design, messaging, website development and digital asset management system.

Marketing Communications & Events Coordinator

Giti Tire (USA), Ltd. · Jan 2013 – Jun 2014

- Managed advertising, PR, and social media for U.S./Canada, led major trade events including SEMA and international dealer experiences.
- Led initiative to position top-performing consumer brand as official tire supplier for the North American Formula DRIFT series and contracted professional drivers.

Digital Marketing & PR Specialist

Yokohama Tire Corporation · May 2011 – Jan 2013

- Developed digital campaigns, promotions, and managed social media in support of national brand marketing, sports marketing, product launch, partnerships, motorsports and sales objectives.
- Oversaw press engagement for the LA Auto Show.

Marketing Manager, Southern California

Carrier HVAC · May 2009 – May 2011

Senior Graphic Designer / Asst. Marketing Manager

YG Laboratories · Sep 2005 – May 2009