



EXPERIENCE

[2022-present]

Pacific Hospitality Group
Irvine, CA

CORPORATE DIRECTOR OF MARKETING, LEGACY COLLECTION

- Oversee strategic digital marketing and drive top line revenue for the branded properties and their respective food and beverage outlets, within the PHG portfolio, including Marriott, Hilton and Hyatt. Manage PR and social media agency for 7 hotels and an overall budget of approximately \$1.6M+ for properties located across Southern California, Phoenix/Tempe metro, Dallas and New Orleans.
- Full oversight of rebranding and promotional efforts for Hilton property renovation and soft brand update for 2024.

[2021-2022]

Ajenda Public Relations, Inc.
Orange, CA

DIRECTOR OF MARKETING

- Partnered on agency business development, mentor a team of creative and marketing professionals, and oversee the growth and strategy of the agency's omni channel approach to marketing, graphic design, digital, social media, influencer, paid media, brand development, advertising, analytics and creative services in alignment with all PR and media efforts for our hospitality clients.
- Continued (since 2018 in various capacities) to manage marketing and PR for Hilton Anaheim, Orange County's largest hotel and Disneyland® Resort Good Neighbor® partner, now as the agency of record.

[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 CONSULTANT (PANDEMIC SUPPLEMENT)

- 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

ABOUT ME

I have that left brain / right brain thing.

The heart of an artist, a Bachelor's Degree in Graphic Design and a minor in Illustration have structured the foundation for the creative standards to which I hold the work of myself, my team and my partners. The thrill of critical thinking, desire to analyze, and strange need to constantly prove the effectiveness of my work have fueled my career in strategic marketing and communications for nearly 20 years.

When I am not chasing adventure with my family, trying to be a cool mom, hitting a concert, sketching on my iPad or shooting photos, you can call me for happy hour. I never met a creative idea I didn't like at happy hour.

Tami Sisson

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

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

ASSOCIATIONS

HSMIA - Hotel Sales & Marketing Association International
National Society of Collegiate Scholars
Golden Key International Honour Society