

TAMI SISSON

MARKETING • PR • DIGITAL • CREATIVE

www.tamissison.com | https://www.linkedin.com/in/tamissison



ABOUT ME

I am a senior level brand, digital, marketing, design, PR, communications, social and content leader with a passion for strategic partnerships and an emphatic foundation in creativity. With over 15 years of professional and leadership experience across various industries, my passions lie in hospitality, travel, and entertainment, along with life's most important elements... family, art, music, constant growth, and the relentless hunt for magic and pure adventure.

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

EXPERIENCE

[2018-present]

Hilton Hotels & Resorts
Anaheim, CA

MARKETING & PUBLIC RELATIONS MANAGER

Manage all strategic marketing, public relations and compelling content development for 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. Partner with Hilton Corporate Communications for national media opportunities and crisis management. Winning Team: 2019 Hilton Storytellers Conference Media Pitch Contest.

[2020-2021]

Tami Sisson
Eastvale, CA

MARKETING, PR & DESIGN CONSULTANT

Proud to have serviced clients in the Orange County, CA tourism, convention and entertainment sector supporting pandemic economic impact recovery including Hilton Anaheim, Visit Anaheim, Discovery Cube, Powerhouse Communications and more. 6-month contract with Amyris, Inc. as Senior Manager, Marketing & Public Relations, managing digital and PR agencies for overall retail campaign execution resulting in +235% sales growth. Partnered with American Diabetes Association to drive awareness and raise funds through strategic marketing and media placement.

[2014-2018]

Tires Warehouse
Corona, CA

MARKETING COMMUNICATIONS & EVENTS MANAGER

Partnered with VP, Marketing to execute all marketing strategy, creative, email marketing and promotions focused on servicing and building the businesses of the largest wholesale dealer base in the Western market. 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. Managed all media relations for the organization, specifically regarding new partnerships, location expansion, events, corporate team growth and ultimately corporate acquisition.

[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 releases 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

Rebranded corporate identity and applied to all print and digital collateral including development of all new website and email marketing program. Partnered with Director of Sales and CEO to support national initiatives including product development, launch, events, media placement and overall go-to-market strategy.

PROFESSIONAL SKILLS

Graphic Design
Adobe Creative Suite
Canva Pro
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

Email Marketing
Google Analytics
AP Style Writing
Crisis Communications
Media Relations
Project Leadership

CONTACT ME & VIEW MY PORTFOLIO

Phone | +714-336-7452
Email | tamissison@gmail.com
Address | Eastvale, CA
Website | www.tamissison.com