

# TIFFANY MACK

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## Top 5 CliftonStrengths Themes

Strategic · Individualization · Relator · Connectedness · Learner

## Top Values In Action (VIA) Themes

Honesty · Creativity · Perspective · Gratitude · Appreciation of Beauty & Excellence · Social Intelligence

## CORE CAPABILITIES

### Leadership Presence

Skilled at helping leaders build their reputation, credibility, and presence within their organization and industry. By mastering the social dynamics of business interactions and improving their professional appearance, networking skills, conversation skills, and presence on professional platforms, I can equip them with the skills to become thought leaders in their industry.

### Online Presence

Specialize in building and elevating digital footprint through strategic branding techniques that emphasize a leader's unique strengths and values. Work with leaders to craft a compelling online presence that effectively communicates their professional brand.

### Assertive Communication

Help emerging leaders, new managers, and introverts in social situations learn assertive communication. Leaders can learn how to set boundaries, articulate requests clearly and confidently, and easily address awkward situations. By developing these critical communication skills, clients can communicate their values assertively and confidently.

### Presentation Skills

Expertise in working with leaders to improve their nonverbal communication, essential for connection and impact, making them stand out as a person of authority. Leaders learn how to work through challenges and improve their skills by using their speech and body language for more impact and influence.

### Leadership Coaching

Work with high-potential professionals to develop their business acumen, increase their authority and influence in business, and be recognized as emerging leaders. By conveying their value in a meaningful, memorable, and monetized way, they can increase their influence and impact in their organization and industry.

## VALUE PROPOSITION

Work with diverse professionals to develop a personal brand that aligns with their values and goals, helping them dominate their call to excellence.

Support leaders to become more poised, polished, identify their own authentic style, honor their talents, and attain a sense of confidence and success.

Monetize their expertise with strategic, meaningful, and memorable brands that build their credibility, authority, and professional presence.

## KEY DIFFERENTIATORS

### Brand Alignment

Experience in Marketing allows for swift movement between the intersectionality of your corporate, employer, and personal brands, as we work together to design engaging and compelling stories.

### Certified Professional Coach

Leaders can trust that they are receiving guidance and support from a knowledgeable and experienced coach who has been trained to help them achieve their goals regarding leadership, engagement and impact, career advancement, and strengths orientation.

## EDUCATION

### George Mason University

- B.A. Communications, concentration in Public Relations

### The Academies (ICF Accredited)

- Certified Executive and Leadership Development Coach Certification
- Certified Career Management Coach Certification
- Academies Certified Strengths Coach Certification

### Studio for Image Professionals (AICI Accredited)

- Personal Branding Certification

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## EXPERIENCE

### Vice President of Marketing, Recruitics

A global data-powered recruitment marketing agency that partners with the world's leading brands to accelerate their ability to attract and hire top talent.

Norwalk, CT | February 2021 - Present

Maintain oversight of strategic go-to-market initiatives with external audiences, coaching and leading a team of marketers while working closely with executive leadership, product, and sales teams to identify and maximize opportunities to bring our mission and achievements to life by monitoring, assessing, and improving the outcome of measures in line with key goals and objectives.

### Senior Marketing Manager, Community Brands

The leading provider of cloud-based software to associations, nonprofits, and K-12 schools, using data to drive positive change in communities worldwide.

Groton, CT | April 2019 - February 2021

Consulted the senior leadership team for three business units (10 separate companies), developing marketing strategies and evaluating the success of our efforts in building awareness and positioning for our company's brands in Learning and Development, Careers, and Events Management. Frequently spoke and presented internally and externally to tell the story of our brand.

### Associate Director of Marketing, Urban Teachers

A national teacher preparation program dedicated to improving the educational and life outcomes of children in urban schools.

Baltimore, MD | August 2016 - April 2019

Led recruitment marketing efforts with digital campaigns broadcast across national markets. Interviewed and elevated the stories of dozens of educators, administrators, and principals by broadcasting their work to a wide range of audiences within the community, academia, and the media to shine a light on the transformational change the work made in the lives of children.

## PROFILE

A 20-year marketing veteran and leadership coach with certifications in personal branding, leadership development, career advancement, and strengths orientation. Over 350 hours of coaching logged.

## RESULTS

- In one year, increased average deal size by 86% by driving qualified inbound leads.
- Increased marketing team's pipeline contribution from 11% to 65% YOY.
- With over \$3.5mm in production, led a 500% gain in marketing team revenue.
- In two years, achieved a 25% decrease in digital cost per conversion.
- Gained a 39% YoY increase in targeted leads, with qualified lead production reaching 173% of goal.
- Delivered 90% of pipeline from marketing efforts with an average of 75% closed won bookings.
- In less than three years, moved the needle on marketing generated teaching recruits from 7% to 45%.
- Grew 30% YOY growth in teaching recruits, more than doubling our cohort in size in less than three years.

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