

Tabitha J. Dotson

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PROFESSIONAL EXPERIENCE

Content Marketing Manager, DecoArt, Current

Responsible for developing the voice for all online and print marketing material for the organization. Works closely with all marketing and sales functions to maintain the highest messaging standards. In addition to writing, editing, and proofreading all content, facilitates the addition of timely updates and newly created content to the website, ensuring that continued fresh, rich content is regularly added to the site. Leads the editorial direction of our monthly marketing initiatives and works closely with technical, creative, and marketing members of the organization.

15% decrease in bounce rate on DecoArt.com with content changes

Increased page rank for targeted keyword string “chalk paint” from 15 to 2 on Google

22% increase in overall search traffic on DecoArt.com

- Creates written content for the website, emails, newsletters, and all other digital marketing assets
- Implements SEO strategies across all company websites including redesigning sites to make them responsive
- Ensures content adheres to established standards and meets business objectives
- Develops and implements content strategy per business directives
- Effectively interfaces with departmental teams and meets deadlines on content deliverables.
- Ensures all work delivered is high quality, on brand, and in compliance with corporate policies or guidelines
- Creates written content for all traditional marketing vehicles like labels, brochures, headers, presentations, press releases, and more.
- Monitors web analytics to ensure that company websites are effective and growing
- Collaborates with team members on cross-functional initiatives
- Copyedits and proofreads all content prior to submission and implementation
- Stays current on latest industry developments and trends

Marketing & Co-Founder, Chica and Jo, LLC., Current

Charged with the creative thinking and writing behind half of the projects on the creative craft website chicaandjo.com as well as all of the public relations and marketing for the site.

Negotiated features on CNN.com, LifeHacker.com, ABCnews.com BuzzFeed HomeMade Modern, The Island Sun newspaper, and the Lexington Herald-Leader.

Manager of Digital and Social Marketing, DecoArt, Feb 2014 – June 2015

Was responsible for leading social marketing efforts and Blogger Outreach program while managing and expanding the company's broadened digital marketing efforts. Guided the company in all areas of public relations and event programs to support growth strategies. Within the first five months saw the following growth:

28% Facebook 'likes' growth in 5 months

117% follower growth on Instagram in 5 months

41% follower growth on Twitter in 5 months

- Managed consumer painting shows - budget, personnel, product showcase
- Acted as company representative at sales meetings, consumer and trade shows
- Assessed event and sponsorship opportunities and managed participation
- Directed effective marketing performance by determining accountability, maximizing efficiencies and ensuring on-time delivery
- Mentored and developed direct reports through managing work allocation, training, problem resolution and the building of an effective team dynamic
- Ensured effective and relevant content production for all social media outlets including follow-up for engagement
- Monitored and analyzed competitor social media and websites for ideas, activity, challenges and reported as needed
- Managed all company artist outreach programs
- Consistently analyzed site statistics to create effective strategies for growth
- Formulated and implemented company's public relations strategy
- Drove advertising and special publication opportunities and researched to meet marketing outreach requirements

Creative Marketing Manager, DecoArt, Oct 2011 – Feb 2014

Led the company's creative marketing department, headed the B2B marketing initiatives, managed all trade show booths, wrote and edited copy for all company marketing materials, acted as liaison between marketing and sales.

- Managed creative marketing team that included in-house designers as well as over 100 external contract designers. Ensured that all projects were on time and within current industry trend standards.
- Created all marketing copy for the DecoArt brand – websites, brochures, signage, email communications, newsletters, catalog romance copy.
- Planned and ensured execution of educational initiatives within the company, including video production.
- Organized and planned all trade and consumer show booths.
- Interacted with sales teams and distributors to ensure all marketing needs were being met.
- Communicated marketing initiatives internally to ensure company-wide knowledge of all campaigns.

- Acted as the company spokesperson for partnerships with other businesses. Sought out new partnerships in order to grow exposure for DecoArt and its products.
- Developed new product ideas including stencils currently found in Michaels Craft Stores and a new line of Chalky Finish for Glass paint that will be in stores in 2014.
- Coordinated design efforts for SocialArtworking, a subsidiary of DecoArt. Wrote all communications for SocialArtworking and came up with creative marketing campaigns.

Communications and Marketing Manager, Forcht Group, Feb 2011 – Oct 2011

Was in charge of all copy-writing, editing, press releases, and SEO for all of the Forcht Group companies (bank, retail, radio, newspapers, nursing homes). Part of web design and development team.

- Managed company events for internal morale as well as customer based.
- Worked with senior management to devise internal communication strategy and marketing campaigns.
- Formed social media marketing direction.
- Oversaw the writing, designing and production of press releases, radio spots, newsletters, promotional items and website content according to corporate branding and style.
- Implemented SEO strategies for Forcht Bank, My Favorite Things, First Financial Credit and the *Hamburg Journal*.
- Served as contact for web development team assisting in troubleshooting, design decisions and implementation consideration.
- Decided on navigation for all websites and performed testing for end user friendliness.
- Headed the project to redesign *Hamburg Journal* to better fit the needs of our customers and to increase our market share.

Marketing Manager, IBM Global Services 2003 – 2009

Provided direction on marketing channels, methods of communication and dealings with business partners. Led the team that redesigned the corporate sales communication strategy saving IBM time, money and effort. Worked with executives to craft messages for sales teams.

- Created the project plan, identified risks, led meetings, assigned resources, created budgets and implemented change control processes for the Seller Communications project.
- Acted as the team lead and content editor for all content published to the IBM PartnerWorld site, IBM's B2B platform.
- Translated messages from differing service product lines into one cohesive vision for IBM to increase cross-selling.
- Created targeted communication vehicles that included blogs and wikis to handle communication needs.
- Developed communication plans for the Internet Security Services line of business.
- Monitored the effectiveness of our marketing and communications plans by using metric tools.
- Produced the IBM ISS customer newsletter for the Americas group. Led research team to gather requirements from customers to create a targeted newsletter for them in a customer-friendly format.
- Led the development and publishing of the "Executive Win Wires" for the IBM ISS Americas group, which involved working with executives to craft messages to the sales team that highlighted best practices.
- Executed education presentations by planning and organizing the education sessions for sellers to raise product awareness and understanding of cross-product selling opportunities.
- Wrote press releases for ibm.com for the Internet Security Services division.

Content Editor, IBM Global Services, 2002 – 2004

Managed all content for the worldwide internal sales team Web site. Created new sales materials as well as edited other contributors' work.

- Used the Interwoven TeamSite content management tool, in conjunction with DreamWeaver, to create, update and maintain pages on the IBM SalesOne Web site, which hosts materials for IBM sales personnel.
- Gathered information and constructed the SalesOne newsletter each month. Participated in the re-design of the newsletter to better match IBM standards and receive an IBM standards certification.
- Worked closely with other editors to publish the "Weekly Wins" on SalesOne and wrote and distributed the "Weekly Wins" announcements.
- Created educational materials for Service Product Line Sales Professionals.

Information Developer, IBM Global Services 1999 – 2002

Wrote and edited end user manuals for both online help databases as well as printed manuals for end users. Coordinated development teams to provide one, cohesive message from IBM to its end users.

- Wrote and designed online help pages and marketing pages for an Application Service Provider site.
- Participated in making decisions on Web page layout and navigation, provided input on the usability of the created pages and implemented many of the change requests. The team developed a usable Web site from the storyboard stage to the implementation stage.
- Wrote the online help documentation and developed the help database for a pricing application. This documentation was written for a user-level audience. The help, developed using the ForeHelp tool, completely replaced the hardcopy manual.
- Assisted in the design of the user interface for the product and performed usability testing.
- Developed a transfer method that saved the project weeks of effort and participated in designing the layout and navigation structure of the help pages.

EDUCATION

Masters degree studies in English (ABT, 1999), University of Kentucky, Lexington, Kentucky

Bachelor of Arts (1997), English, University of Kentucky, Lexington, Kentucky

Honors Program Graduate (1997), University of Kentucky, Lexington, Kentucky

AWARDS AND RECOGNITION

Bronze Addy Award – Solo writer for radio spot

Silver Addy Award – Catalog design, part of creative team

Bronze Addy Award – Glass program website, part of creative team

IBM Management Appreciation Award

Co-worker Thanks awards, received maximum number allowed every year

VOLUNTEER WORK

Girl Scout Leader, Troop #450, Wilderness Road Council

Susan G. Komen Race for the Cure

American Diabetes Association Event Volunteer