

Tiffany Coniglio

Austin, TX · 512.426.8033 · taconiglio@gmail.com

PROFESSIONAL EXPERIENCE

PostNet / Austin, TX

November 2022 - Present

Owner & Operator

- Maintain client relationships and improve customer experience through clear, concise and frequent communication
- Review current and past procedures for gaps in efficiency and opportunities for increased revenue
- Develop and implement streamlined processes for gathering print requirements, reducing project delivery time and overall cost for the business
- Manage and mentor front of line employees while overseeing day-to-day operations

Nimblebot Creative Agency / Part-Time

October 2022 - June 2023

Senior Account Manager

- Collaborated cross-functionally with the design and content teams to meet client needs and exceed project expectations
- Worked directly with the Managing Director to meet quality, speed and revenue goals
- Served as the liaison between clients and internal teams ensuring clients' requirements were met
- Ran various design projects focusing on adherence to project timelines and deliverables

Brightpearl / Austin, TX

July 2021 - November 2022

Digital Campaign & Marketing Manager

- Oversaw company's digital marketing efforts from concept to completion by creating campaign briefs, outlining goals, strategy and tactics for effective execution and implementation
- Collaborated with sales to align messaging and identify resource gaps in the sales funnel
- Developed bespoke lead generation and brand awareness campaigns using paid and organic marketing tactics, including social advertising, content syndication and email marketing
- Communicated proactively with stakeholders to ensure deliverables were on-time and within budget

Launch Marketing / Austin, TX

February 2021 - July 2021

Account Manager, Content Marketing

- Deployed content marketing strategies that generate high-quality leads
- Launched ABM campaigns by developing direct mail content, email copy and retargeting strategies
- Authored social media posts for clients' executive team to share and establish thought leadership
- Managed complex, multi-faceted digital marketing campaigns for clients in the B2B tech space

Sol Partners / San Juan, PR

June 2016 - December 2020

Public Relations & Communications Manager

- Developed strategic communication plans for various audiences in the fintech space
- Followed SEO strategies to write and revise website content, blog posts, and press releases
- Edited and approved all internal and external communications, including marketing and promotional collateral, public relations and media strategies
- Improved and maintained company's public image by overseeing all media inquiries, training company spokespeople and building relationships with key media outlets
- Managed digital content by creating original content and republishing user-generated content
- Supported the Chief Financial Officer in identifying and assessing new business opportunities
- Planned annual fundraising event that raised over \$300k by managing external and internal vendors

MacFarlane Group / Kansas City, KS

August 2014 - June 2016

Public Relations & Communications Coordinator

- Established and directed employee incentive program that led to cost savings and increased business efficiency
- Worked directly with the executive team to align communication among all departments
- Maintained relationships with lawmakers and government officials to lobby for the fintech industry

EDUCATION

The University of Kansas / Lawrence, KS

May 2014

Bachelor of Science in Journalism, Minor in Business