



# Tina Lumbis

Creative Thinker, Practical Executer.

## SNAPSHOT

With over 10 years of experience in marketing and sales roles, I'm skilled at and passionate about helping grow business, brand awareness and, most importantly, revenue. I've created and executed business and marketing plans, developed effective strategies, built relationships and consistently surpassed objectives and KPI goals.

## PROFESSIONAL EXPERIENCE

### Consultant

2014 – Present

- Marketing consultant for multiple companies including local businesses and startups.
- Highlight: Acted as Marketing Director for [LiquidText](#) while preparing to launch.
  - Created surveys and gathered and analyzed feedback for product development.
  - Built relationships with influencers in order to relevantly increase brand awareness.
  - Recruited beta users.
  - Co-managed re-branding and app design.
  - Built new website and executed SEO and ASO efforts to improve web presence.

### Lua

2015 – 2016

#### Marketing Manager

- Created and implemented digital advertising and web lead generation plans.
- Developed content plan and executed efforts, including but not limited to collateral, webinars, blogs.
- Launched SEO initiative: researched, developed plan, updated and created content.
- Worked with PR team to build relationships, increase exposure and gain backlinks.
- Handled email marketing: emailed new prospects, gained renewed interest from cold leads.
- Launched nurture campaign (program created 52 opportunities in the first 6 months).
- Improved tracking, monitored analytics and corrected lead attribution.
- Educated employees on building their professional brands and becoming Lua advocates.

Bottom Line: Increased opportunity dollar amount 100%, increased number of leads 280%, increased leads converting to opportunities 14%, increased organic traffic 53%, increased advertising leads 74% (despite an 80% budget cut).

### Cisco (acquired Whiptail)

2013 – 2014

#### Marketing Manager

- Joined Cisco after Whiptail acquisition and led digital marketing integration.
- Educated Cisco employees on products and previously effective marketing tactics.
- Managed efforts to promote product line: created web pages, blogs, ads, webcasts and social media.

## PROFESSIONAL EXPERIENCE CONTINUED

### Whiptail

2011 -

#### Digital Marketing Manager

- Grew brand awareness and acceptance in an overpopulated niche through a variety of tactics, including digital and content marketing, in order to educate consumers and grow business.
- Responsible for online presence: website, SEO, advertising, webinars, blogs, videos, social media, etc.
- Collaborated with sales and product teams to collect and share feedback and create collateral.
- Planned and attended events to promote products, engage with market and gather feedback.
- Identified influencers and established relationships.
- Educated employees on building their professional brands and becoming Whiptail advocates.
- Managed personnel and maintained budget.

Bottom Line: Increased web leads 100%, social media traffic to website increased 65%, increased LinkedIn following 523%, increased Twitter following 93%, increased Facebook following 93%, increased blog post views 72%, increased video views 118%.

Devon International Group  
SEO Manager

2010 - 2011

Perseus Books Group  
Special Sales Associate

2007 - 2009

## VOLUNTEER WORK

Big Brothers Big Sisters  
Access Sports Experiences

2014 - 2016  
2008 - 2011

## EDUCATION

San Diego State University  
MFA Creative Writing, Fiction

Expected Graduation 2019

La Salle University  
BA Communication and English (Psychology minor)  
Maxima Cum Laude

2003 - 2007

## SKILLS

Campaign Execution  
Content Planning & Creation  
Digital Analysis  
Email Marketing

Landing Page Optimization  
Leadership  
Lead/Demand Generation  
Market Research

Marketing Strategy  
Online Advertising  
SEM / SEO / ASO  
Social Media

## TOOLS

Google Analytics  
Marketo

SalesForce  
Moz

Photoshop  
Microsoft Suite Programs

