

TIFFANY CAMPION

PUBLIC RELATIONS & MARKETING PROFESSIONAL

CONTACT

tiffanyanncampion@gmail.com
www.linkedin.com/in/tiffanycampion
(850) 496-6163

EDUCATION

BS, Communications
Missouri State University
Cum Laude 3.63/4.0

SKILLS

Community Relations
Strategic Marketing
Public Speaking
Interpersonal Communication
Proposal Writing & Coordination
Media Relations
Technical Writing
Social Media Management
Content Marketing
Copyediting
Public Relations
WordPress
Google Suite
Microsoft Office
Adobe Creative Suite
Zoho Social
Trello
Facebook Advertising & Analytics

AWARDS & ACTIVITIES

Engaging Local Government Leaders,
Member

City-County Communications and
Marketing Association,
Former Member

Public Affairs Communication
Excellence Award Winner
Air Force Special Operations Command

Society for Marketing Professional
Services (SMPS), Former Member

Duskin & Stephens Foundation
Publicity Chair Volunteer

RELEVANT WORK EXPERIENCE

City of Clovis | Clovis, NM Marketing, Communications & Grants Coordinator | July 2019 – March 2020

Completed a full in-house redesign of municipality website on WordPress CRM in first 3 months. Developed and executed City's overall Social Media Plan; increased engagement by >500% in 8 months using expertly developed content creation and curation strategies. Regularly monitored, analyzed and drew insight from social media metrics. Created internal and external graphic design deliverables including social media graphics, event posters, invitations, and employee newsletter. Designed and led a successful firefighter recruitment plan that produced 15 new hires. Wrote and distributed press releases. Produced feature stories. Established Social Media Policy and Website Usage and External Links Policy to guide municipality use of new technology. Maintained media relations and pitched stories to promote City of Clovis key initiatives. Researched, wrote, and managed federal and state grant opportunities.

ACI Boland Architects | Kansas City, MO Marketing Coordinator | July 2018 – May 2019

Responsible for architecture firm's overall marketing program including the development and execution of Corporate Marketing Plan. Determined and developed strategic marketing objectives to increase brand awareness and establish thought leadership. Collaborated with principal architects, project architects, and interior designers to develop proposals, scopes of work, and strategic responses to RFQ's. Led go/no-go process and proposal kickoff meetings to develop key differentiators and increase firm win rate. Oversaw social media efforts, wrote and distributed press releases, and created collateral content to support overall marketing goals. Maximized marketing effectiveness by creating and distributing best practices throughout the firm. Produced various marketing reports. Conducted strategic market research. Managed client-contact program and CRM with business development leads. Represented the firm to clients, peer organizations, and business associates.

27TH Special Operations Wing | Cannon AFB, NM Public Affairs Specialist | February 2015 – JUNE 2016

Primary point of contact between local communities and wing leadership. Innovative director of the 27th Special Operations Wing (27th SOW) Honorary Commanders program connecting wing and group leadership with key opinion leaders in the local community. Prepared event briefs and accompanied wing leadership to community events on a regular basis; Air Force Special Operations Command (AFSOC) leadership on occasional basis. Principal contact for noise complaints; formulated plans of action for resolving matters appropriately and efficiently. Regularly communicated and responded to needs of city, county and state-level government representatives and their staff in a prompt and courteous manner. Hosted and connected over 1,500 students and community civic leaders to 27th SOW, AFSOC, USAF and DoD mission utilizing base tour program, strategic messaging and targeted civic leader tours.

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RELEVANT WORK EXPERIENCE (CONTINUED)

Covenant Hospice | Pensacola, FL

Director of Communications | September 2011 – December 2012

Collaborated with Integrated Marketing Team to create strategic communications in support of 11 branch offices and 3 inpatient centers across 7 major media markets and 34 counties in northwest Florida and south Alabama. Coordinated monthly Corporate Communications tools from President/CEO and acted as Public Information Officer. Maintained media relations, authored press releases, pitched articles and designed press kits/related content for media (resulted in over \$200,000 of non-paid public relations placement per year). Created and executed all social media plans and strategies as major component of quarterly PR Plan. Maintained all duties of Communications Coordinator.

Covenant Hospice | Pensacola, FL

Communications Coordinator | June 2011 – September 2011

Tracked and managed press release templates program for branch offices and inpatient centers. Processed purchase orders and check requests as needed for media subscriptions. Managed implementation of social media plan. Collected and valued all non-paid media clippings and compile monthly report.

Air Force Special Operations Command | Hurlburt Field, FL

Personnel Liaison Assistant | November 2010 – June 2011

Performed standardized analytical and evaluative work in support of the MAJCOM Personnel Resource Manager. Independently initiated and processed a wide variety of personnel transactions as dictated by mission and personnel requirements. Maintained manpower/personnel status for the organization on a continuous basis using a variety of database management tools. Planned and administered AFSOC civilian honorary awards program. Managed the HQ AFSOC performance appraisal/performance awards program.

Meadowbrook Golf Group | Navarre, FL

Director of Sales | March 2009 – November 2010

Oversaw entire sales function of a semi-private golf club including golf outings sales, banquet sales and membership sales. Developed and utilized media contact lists to tailor specific messages to audiences through separate mediums. Coordinated and attended various trade shows and community events as needed to develop maximum lead exposure. Wrote and distributed press releases and related content to appropriate media outlets. Developed and executed marketing campaigns, measurable sales goals and strategic sales plans to management. Built and sustained relationships and rapport with key publics including media, local businesses, and club members. Maintained and updated events database on a frequent basis; update website with calendar listings and information as needed. Communicated marketing activities and plans to general manager, regional directors, and corporate golf operations team.

RehabCare Group | St. Louis, MO

Physician Services Manager | August 2006 – June 2008

Established and maintained relationships with target physicians and their staff. Developed and executed community awareness presentations, campaigns and marketing collateral to target audience to increase awareness of rehabilitation services, therapy outcomes and special programming. Coordinated and attended physician lunch and learns, health fairs, and senior expos as appropriate. Performed market research and analysis for client and competitors; generate reports based on findings and referral patterns. Redesigned programming for presentation of discharge summaries to maintain purposeful contact with doctors and their staff. Communicated marketing activities to program directors, administration, facility marketing team and regional marketing team.