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EXPERIENCE

Enterprise brand, marketing and communications executive with 15+ years of experience leading brand transformation, corporate communications, integrated marketing and organizational change across B2B, B2C and B2G environments. Trusted advisor to executive leadership with a track record of building high-performing teams, strengthening market positioning, modernizing marketing operations and translating brand strategy into measurable business impact.

Enterprise Brand Strategy | Corporate Communications | Executive Counsel | Brand Transformation | Integrated Marketing | Reputation | Thought Leadership | Change Management | Digital Strategy | Marketing Operations

EXPERIENCE

NETWORK WIRELESS SOLUTIONS (NWS)

HEAD OF MARKETING & COMMUNICATIONS

2026 – PRESENT

Lead enterprise brand, marketing and corporate communications strategy for a global telecommunications and digital infrastructure organization, serving as a strategic advisor to executive leadership on brand positioning, reputation, growth, organizational change and stakeholder communications. Define and execute an integrated marketing and communications strategy aligned to corporate growth objectives

- Lead enterprise brand transformation strategy to evolve NWS's market position beyond traditional telecommunications and establish relevance across the converging digital infrastructure ecosystem.
- Advise the CEO and executive leadership on corporate reputation, executive communications, organizational change, brand strategy and internal and external stakeholder engagement.
- Built an integrated corporate communications capability spanning media relations, executive visibility, thought leadership, crisis communications, internal communications and change management.
- Established enterprise marketing and communications governance, including standardized workflows, SLAs, measurement frameworks and cross-functional operating processes to improve accountability and execution.
- Direct integrated go-to-market, digital, channel, event and brand strategies supporting telecommunications products, connectivity solutions and emerging growth segments.
- Built and lead a multidisciplinary marketing and communications organization supporting brand, corporate communications, digital marketing, events, channel marketing and sales enablement.

NEA MEMBER BENEFITS

HEAD OF DIGITAL MARKETING

2025 – 2026

Manage a team of 7 digital media professionals to oversee the organization's digital efforts to implement paid media, social media, content and organic campaigns while managing the company website

- Design organizational digital marketing strategy for team execution to ensure effective project management, campaign ROI and more
- Present digital marketing strategy and performance to executive leadership and Board of Directors
- Ensure team performance and professional development through leadership and coaching

HEAD OF INTEGRATED MARKETING

2023 – 2025

Manage a team of 4 marketing professionals while leading integrated marketing efforts to oversee synergy for omnichannel campaigns for paid media, social media, content, brand and email marketing initiatives

- Oversee organic social strategy, social engagement and social listening to increase online brand awareness and engagement
- Implement integrated email marketing calendar to strategically target 1.5 million members through email outreach for 15+ products
- Implement brand refresh rollout and execution for company-wide adoption
- Ensure team performance and professional development through leadership and coaching

WASHINGTON GAS

SENIOR MARKETING MANAGER

2021 – 2023

Managing a team of 3 mid-level marketing professionals while overseeing strategy and operations for brand, growth, channel and customer experience marketing

- Counsel three executive leaders on strategic communications and operations across Public Policy, Strategy and Customer Experience, resulting in new COVID-19 event procedures, strategic departmental restructuring and new brand partnerships
- Develop strategic long-term roadmaps, campaign KPIs and present ROI analysis to executive leadership for resource and budgetary business decisions that resulted in over \$800,000 in cost savings
- Oversee branding workshops with 7 executives to refine organizational voice/tone, value propositions and story for B2B, B2C and B2G customers, resulting in new brand values and messaging for company-wide implementation
- Implement operational and stakeholder engagement improvements through managing special projects such as creating a company-wide communications working group with 5 departments to streamline brand communications

MARKETING MANAGER

2018 – 2021

Managed a team of 3 junior and mid-level marketing specialists, while leading campaign strategy development, integrated marketing campaigns, SEO/SEM, events and content marketing

- Controlled \$3 million departmental budget to allocate program spend across advertising, events, brand partnerships, content marketing and more while reporting metrics to executive leadership for budget evaluation/reallocation
- Managed company website for 250,000+ monthly visitors by creating website content, infusing branding, launching technical features and maintaining operations
- Developed a brand partnership strategy with major NBA, WNBA, NHL and MLB organizations that resulted in over \$1 million+ in project revenue
- Led customer experience strategy development and service activation campaigns that resulted in 30,000+ new program enrollments, lowering company printing costs by \$200,000 annually
- Founder and co-chair of the first inaugural DEI (diversity, equity, and inclusion) led employee resource group at the company with 40 members, resulting in 4 service and professional programs developed and providing justification for expansion to other affinity groups

MARKETING SPECIALIST

2014 – 2018

Led marketing campaigns to exceed growth targets by \$150,000 revenue annually

- Project managed company website rebrand from design to implementation that resulted in a successful launch, 10% increase in visitors and 15% reduction in bounce rates
- Created company-wide content library with 75+ assets composed of thought leadership white papers, product one pagers, customer stories and case studies
- Designed, implemented and optimized integrated marketing campaigns targeting the B2C audience that resulted in \$600,000 in revenue

GEORGETOWN UNIVERSITY

COMMUNICATIONS COORDINATOR

2013 – 2014

Contributed to content creation, social media management and website management for the School of Nursing & Health Studies

- Managed project timelines, meeting agendas and communication decks for senior leadership teams for Dean, CFO, CCO and department chairs
- Performed SME interviews and research for content development of 8 online articles
- Wrote media kits and edited feature articles for medical journals and other academic publications

THE COLLEGE BOARD

SOCIAL MEDIA ASSOCIATE

2010 – 2013

Managed social listening and engagement for Facebook and Twitter while conducting over 200 customer engagement sessions

- Shaped social content and KPI reporting for department leadership to improve brand sentiment by 20%
- Owned community management for organization's social channels for 75,000 followers
- Provided key insights to department leadership that resulted in new brand messaging, website content updates and re-targeting with demographic metrics

EDUCATION

GEORGETOWN UNIVERSITY

MASTERS OF PROFESSIONAL STUDIES IN PR AND CORPORATE COMMUNICATIONS

HAMPTON UNIVERSITY

BACHELOR OF ARTS IN PRINT JOURNALISM; MINOR: MARKETING