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EXPERIENCE

NEA MEMBER BENEFITS

HEAD OF DIGITAL MARKETING

JAN 2025 – PRESENT

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

APR 2023 – JAN 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

NOV 2021 – APR 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

MAY 2018 – JUN 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

JAN 2014 – MAY 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

MAR 2013 – JAN 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

JAN 2010 – FEB 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

SOFTWARE

Google Analytics, Adobe InDesign, Adobe Photoshop, Salesforce, Pardot, Power BI, Sitecore, Drupal, Mailchimp

EDUCATION

GEORGETOWN UNIVERSITY

2012

MASTERS OF PROFESSIONAL STUDIES IN PR AND CORPORATE COMMUNICATIONS

HAMPTON UNIVERSITY

2009

BACHELOR OF ARTS IN PRINT JOURNALISM; MINOR: MARKETING