



Tiffany Vaiksnoras

📍 Oak Island, NC

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PROFESSIONAL EXPERIENCE

NetRoadshow & Apparity ● Marketing Manager

Remote | Atlanta, GA

August 2024 - Present

- Played a key role in the company-wide Salesforce-to-HubSpot migration, designing the end-to-end customer request process, architecting CRM data mappings, migrating all CRM records including 400,000+ support tickets, and building custom objects and scalable workflows for 300+ employees.
- Led the recruitment and development of the Marketing Coordinator, creating the job description, interviewing candidates, hiring, and providing ongoing mentorship.
- Partnered on a marketing-led initiative to rename our entire product portfolio, helping develop new product names and updating 100+ customer-facing marketing assets.
- Established global brand standards, including a new visual identity, color palette, and brand guidelines, ensuring consistency across all marketing channels.
- Manage 5+ global events annually, overseeing sponsorships, booth design, budget, promotional materials, logistics, on-site execution and lead follow up campaigns.
- Continuously improve HubSpot CRM data quality by cleansing legacy data, standardizing properties, and implementing data governance best practices.
- Partnered on the design and launch of a new company website from the ground up.
- Developed and implemented a standardized sales quoting process for the global sales team, replacing manual quote creation with a scalable, streamlined solution.

November 2021 - August 2024

● Marketing Coordinator

- Standardized social media analytics reporting and improved performance within one year, increasing followers 72%, page views 52%, unique visitors 64%, and profile clicks 122%.
- Analyzed market trends and implemented strategies that increased leads 38% in one year.
- Developed a centralized marketing resource hub, providing global teams with easy access to approved marketing assets and brand resources.

St. James Properties ● Database Manager and Marketing Coordinator

Southport, NC

May 2020 - June 2021

- Supported marketing initiatives that grew revenue from \$39M to \$107M in two years.
- Restructured the CRM, increasing home showings by 47% in one year.
- Led the migration of 150,000+ CRM records from Focus3 to Salesforce Sales Cloud, implementing CRM automations and workflows while training 30 employees.
- Planned and executed customer events generating 1,000+ leads per quarter.

Trimax Mowing Systems ● US Sales and Marketing Coordinator

Remote | New Zealand

January 2019 - December 2019

- Boosted website traffic 78% in six months through social media and dealer engagement.
- Led marketing for the launch of the company's 25,000 sq. ft. U.S. headquarters, overseeing branding, facility design, drone video production, and grand opening.
- Managed a \$300K annual marketing budget across advertising, trade shows, print collateral, digital content, apparel, sponsorships, and memberships.

Supplies on the Fly, a Sysco Company

Kennesaw, GA

October 2016 - October 2018

Field Marketing Coordinator

- Partnered with Sales to develop Supplies on the Fly University, driving 33% sales growth across participating Sysco Operating Companies.
- Launched a national promotion that increased weekly revenue by \$39K.
- Developed and automated an email campaign in Salesforce Marketing Cloud, generating \$126K in monthly revenue from business review customers.

November 2015 - October 2016

Email Marketing Coordinator

- Executed email campaigns in Salesforce Marketing Cloud for audiences of 300,000+ subscribers using segmentation and A/B testing.
- Managed end-to-end social media campaigns, including content strategy, campaign creation, scheduling, publishing, and performance monitoring through Hootsuite.
- Developed a QA process for marketing assets to ensure accuracy and brand consistency.

EDUCATION

Central Michigan University | Bachelor of Science

Mount Pleasant, MI | Cum Laude

MAJORS

Psychology
Early Childhood Development & Learning

MINOR

Leadership



Oak Island, NC



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SKILLS

Web & Design: Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Canva, WordPress, Wix, HTML/CSS

CRM & Marketing Automation: HubSpot (Marketing Hub, Sales Hub, Service Hub, Operations Hub, Help Desk, Workflows, Custom Objects, Data Quality Center), Salesforce Sales Cloud, Salesforce Agentforce, Mailchimp, ZeroBounce, Salesforce Data Loader, Postman

Analytics & Digital Marketing: Google Analytics 4 (GA4), Google Tag Manager, Data Studio, Google Search Console, Google Ads, LinkedIn Campaign Manager, Meta Ads Manager, Meta Business Suite, Semrush, Hootsuite, SocialPilot, SurveyMonkey

Sales & Prospecting: ZoomInfo, Salesloft, LinkedIn Sales Navigator
Productivity & Collaboration: Microsoft 365, Google Workspace, Slack, Zoom, Asana, ClickUp, Monday.com

AI Tools: ChatGPT, Microsoft Copilot, Claude

Core Marketing Competencies: Marketing Operations, Marketing Automation, Campaign Management, Lead Management, Lead Scoring, Email Marketing, Lifecycle Marketing, Audience Segmentation



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