

Tiffany J Garden

Baltimore, MD

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Senior-level Content Marketer and Writer with 18 Years of Experience

Skills

Microsoft Word, Excel, PowerPoint	Email Marketing
Google Apps	Content Development and Writing
Hands-on CRM and CMS Experience	Content Strategy
Inbound Marketing	Avid Learner
Social Media Management	Good with Deadlines

Professional Experience

Crafty Copywriters - Owner - Baltimore, MD - 01/2002 - Present

- Develops and implements content marketing strategies
- Provides ongoing client support and training
- Presents data and technical information in approachable ways
- Writes long-form content, such as ebooks and reports
- Drives high engagement on social media pages and groups

Race Technologies LLC - Affiliate Manager - 10/2006 – 11/2008

- Created promotional tools for affiliates
- Handled affiliate communications and support
- Developed internal and external traffic sources
- Provided website administration, troubleshooting, and content scheduling services

Calltech Communications - Tier Two Hardware Support Technician and Optical Specialist - Grindstone, PA - 02/2002 - 04/2004

- Handled tier two technical support for Iomega computer peripherals
- Wrote technical solution documents to add to a shared knowledge base
- Explained complicated technical concepts to customers and guided them through troubleshooting steps

Volunteer Experience

Baltimore Animal Rescue and Care Shelter - Animal Shelter Volunteer/Foster - Baltimore, MD - 01/2018 - Current

- Provides animal care and enrichment
- Maintains a clean kennel environment for the animals
- Develops internal and external communication templates for multiple teams
- Provides text, email, phone, chat, and in-person client support
- Uses active listening, good judgement, and strong emotional intelligence to handle sensitive client situations effectively
- Trains volunteers in performing their duties safely and effectively
- Organizes ongoing volunteer group for cat enrichment supply creation

Team Tripod - Founder - Baltimore, MD - 01/2018 - Current

- Authored a post-surgery/adopters booklet for amputee cat owners
- Manages the Three Legged Cats Facebook Page and Facebook Group
- Provides support for people whose cats are going through amputation surgery
- Develops marketing strategies for three legged cats at shelters and rescues
- Creates marketing collateral, takes photographs, and designs graphics

Certifications

HubSpot Inbound Marketing

CoSchedule Content Marketing

HubSpot Content Marketing

CompTIA A+

HubSpot Social Media

HubSpot Email Marketing