



# Tiffany Laura Samson

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**Marketing professional** with 4+ years of online experience including 2 years in email marketing

## Professional Experience:

**FTD.com** – Downers Grove, IL/Neuzeug, Austria

Associate Marketing Manager/Email Associate Manager, 04/12-04/14

- Managed production and deployment of daily email marketing campaigns
- Optimized performance of email channel by facilitating changes to creative, segmentation, offers and email contacts
- Analyzed email metrics and reconciled reporting performance to forecast
- Optimized balance between response and margin of email communications and email acquisition programs

**FTD.com** – Downers Grove, IL

Website Operations Coordinator, 10/10-04/12

- Implemented website content changes in CMS for Marketing and Merchandising teams
- Prioritized and executed web requests in a deadline-driven environment
- Analyzed and documented technical system capabilities and limitations
- Trained marketing managers, business analysts and coordinators on front-end and back-end system functionality
- Collaborated on IT projects and releases with cross-functional teams

**“In The Loop with iVillage” - NBC Universal** - Chicago, IL

Assistant Web Producer, 7/07-3/08

- Enriched and promoted website for daytime talk show
- Enhanced web pages by developing HTML code in CMS
- Marketed products online increasing sales for national companies
- Amplified web features facilitating user-generated content including message boards, chat rooms, emails, and photo uploads
- Generated, interpreted and distributed web analytics
- Designed headers, buttons and slideshows for webpages

**Karl Productions, Inc.** - Chicago, IL

Post-Production Technical Assistant, 6/08-10/08, 2/10-9/10

- Imported, digitized, edited and encoded video footage for senior editors
- Screened and analyzed video content achieving optimum results
- Increased viewership by uploading podcasts and YouTube videos
- Transcribed and created closed captioning files for cable network shows

**Chicago Public Schools, Office of Specialized Services** - Chicago, IL

Administrative Assistant II, 5/09-2/10

- Compiled confidential student information and discerned specific placement needs
- Provided technical and visual support to the Placement Specialist

## Service:

**Montana State Parks AmeriCorps** – Whitehall, MT

AmeriCorps Member, 4/14-8/14

- Marketed park programs, events and meetings through press releases, social media, flyers, and partnerships
- Developed and lead interpretive programs for adults and children
- Fostered relationships with visitors to promote and improve the park

## Proficiency:

Axiom, AVID, Business Objects, CMS, CSS, Dreamweaver, ExactTarget, Final Cut Pro, Flash, Photoshop, HTML, InDesign, Mac/Windows, MS Office, Omniture

## Education:

DMA Direct Marketing Institute, August 2013

Bradley University, Peoria, IL, May 2007

B.A. in Multimedia, Minor in Business Management and Administration