

# Jenny R. Tallis

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**SUMMARY:** 15 years experience in marketing, sales and advertising, including:

- strategic marketing
- copywriting
- media research and buying
- sales/sales training
- project management
- public relations
- market analysis
- promotions/events
- process development

## EXPERIENCE

JENNY TALLIS MARKETING – Portland, OR.

### **Owner, December 2001 - present**

Contract marketing consultant and marketing manager for small businesses, specializing in low-investment ways to acquire and retain customers. Responsibilities cover all marketing functions including developing marketing strategies, identifying target audiences, developing and maintaining marketing systems, sales, advertising, copywriting, media buying, event management, project management, client relationship building, public relations, strategic alliances, and market research.

CTS LANGUAGELINK - Vancouver, WA. Translation and Interpretation Services.

### **Marketing Director, 2000 - 2001**

Created marketing department and all marketing processes for company. Responsible for all marketing functions of CTS LanguageLink, including budgeting, product and price development, creation and production of collateral pieces, public relations, event management and sales training. Managed quoting, sales intake, contract development, and marketing departments.

- Key accomplishments: defined company's communication strategy, revised all marketing collateral pieces, created processes for each member of the marketing staff, revamped client newsletter, oversaw department which landed several \$100,000+ accounts.

BUSINESS VALUATION RESOURCES - Portland, OR. Newsletter and book publisher.

### **Marketing Manager, 1998 - 2000**

- Developed marketing department for company. Created and implemented extensive marketing plan including e-marketing, telemarketing, direct mail, advertising, fax marketing, trade shows, promotions, and various sales programs for books.
- Created and maintained \$200,000 marketing budget, managed customer service, graphic design, telemarketing, and marketing departments.
- Developed strategic alliances with media, associations, and other partners. Worked with management team in strategic planning and corporate identity planning.
- Demonstrated success analyzing, planning and implementing a wide range of marketing programs under budget and on time. Company grew by 20% in 1999 and 15% in 2000 as a result of marketing initiatives. Cut overall printing costs by 16%.
- Project manager for BVResources.com, a complex and database-intensive web site which generates a large portion of revenue for the company.

OREGON BUSINESS MEDIA - Portland, OR. Magazine and contract publisher.

### **Marketing Manager, 1995-1998**

- Managed development and production of marketing communications pieces, composed news releases, promotional materials, presentations and advertisements, developed branding/marketing strategies for nine publications, created marketing opportunities for sales force and participated in sales calls. Planned, coordinated, and budgeted all events at Oregon Business Media.

Continued

- Key accomplishments included: greatly increased efficiency of project management system for marketing department
- Coordinated successful Oregon Home magazine launch and subsequent marketing initiatives.
- Planned, coordinated, and produced five successful on-budget business breakfast events with sponsors including Bank of America and SAIF.

SALES FOR MEDIA COMPANIES, Portland, OR.

**Account Executive, 1991 - 1995**

- Advertising sales account executive for various media in the Eugene and Portland area. Sold outdoor advertising for AK Media, classified and display ads for Spectrum News, and newspaper advertisements for This Week Magazine. Developed long term relationships with customers. Skilled in utilizing barter concepts to achieve mutual benefits. Consistently achieved sales goals.

**SKILLS/TALENTS**

- Extensive experience in developing effective marketing strategies for small businesses
- Skilled at developing, implementing, and tracking strategic marketing efforts
- Trained in project management systems; skilled at database management
- Guest lecturer at PCC and University of Oregon on advertising and marketing
- Technologically savvy, experienced in e-marketing strategies, web development
- Adept at utilizing existing resources to bring in new customers
- Attended numerous CE classes on e-marketing, direct mail, customer service, telemarketing, marketing strategy, team building, and project management.

**PUBLIC SERVICE/ASSOCIATIONS/AWARDS**

- VP of Sponsorship - Young Professionals Association of Portland, 2006-2007
- Member of StarveUps organization through Visionsite, 2005
- Pacific Northwest Booksellers Association, 2004
- Literati Northwest Member, 2004
- Member of Newsletter and Electronic Publishing Association, 1998 - 2000
- Member of Portland Ad Federation, 1995-1998
- Communications Director of Portland Ad 2, 1992-1993
- Editor of ad 2's volunteer directory for non-profit organizations in Portland, 1993
- Published in National One-Show Award Annual for copywriting, 1990
- Won regional Woody Award for copywriting, 1990

**EDUCATION**

UNIVERSITY OF OREGON - Eugene, OR  
 B.A. in Journalism, specializing in Advertising, 1990

*References available upon request*