

TIFFANY GNAU CLARKE

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EDUCATION	VANDERBILT UNIVERSITY- OWEN GRADUATE SCHOOL OF MANAGEMENT Master of Business Administration, May 2009 Concentrations: Marketing, Human and Organizational Performance. GPA: 3.6. <ul style="list-style-type: none">• VP Communications: Human and Organizational Performance Association• Leadership Development Coach, Vanderbilt Marketing Association member; Owen Student Government Association member, Teaching Assistant for Managerial Economics.	Nashville, TN
	UNIVERSITY OF RICHMOND Bachelor of Business Administration, Major: Marketing; Minor: Journalism, May 2003 <ul style="list-style-type: none">• American Marketing Association: Vice President- responsible for publications and advertising.• <i>Collegian</i> campus newspaper: Writer and Copyeditor.• Women's Golf Team: Co-founder- worked to successfully transition from club to varsity sport.	Richmond, VA
EXPERIENCE	EAGLE FIRE, INC. – Marketing Specialist 2009- <i>A mid-sized fire protection company serving the Southeastern United States</i> <ul style="list-style-type: none">• Report to the CEO and make recommendations on marketing strategy.• Assist sales team by identifying market opportunities and potential firms to target.• Design and execute qualitative and quantitative consumer research.• Write and design customer email newsletters and other marketing materials.• Analyze and re-designed corporate website to reflect growing services and geographic locations, resulted in a 300% increase in average time on site and new visits.	Richmond, VA
	VANDERBILT UNIVERSITY - Marketing Communications Department Student Editor 2007-2009 <i>The marketing department of the graduate business school at a large university.</i> <ul style="list-style-type: none">• Recommended potential opportunities to increase school's global awareness and positive position with prospective students and other members of the community.• Identified and wrote compelling news stories for school website to attract new talent to the school.	Nashville, TN
	THE PROCTER & GAMBLE COMPANY - Human Resources Intern Summer 2008 <i>A Fortune 20 international consumer products company.</i> <ul style="list-style-type: none">• Designed an onboarding program for the Home Care division to institutionalize new teammates and decrease time to full productivity.• Analyzed employee satisfaction survey data, identified 3 key opportunity areas, presented recommendations to leadership team and implemented action plans.• Identified need for strategic talent management system, enrolled division leadership, and implemented a sustainable framework.• Developed a scorecard to measure success of talent management system.• Facilitated a team effectiveness intervention to enable a cross-functional team to be higher performing.	Cincinnati, OH
	COLDWELL BANKER JOHNSON & THOMAS - Marketing Director 2005-2007 <i>A local office of a national residential real estate company.</i> <ul style="list-style-type: none">• Re-launched company website, changed layout and optimized for search engines; resulted in an increase of average sessions per day by 70%.• Managed the brand of the agents and office and ensured alignment with national brand.• Designed advertising material using Adobe Photoshop, Adobe Illustrator, and Microsoft Publisher.	Richmond, VA
	ENTERPRISE RENT-A-CAR - Management Trainee/Branch Corporate Manager 2004-2005 <i>A large rental car company that is often noted by J.D. Power as a leader in customer service.</i> <ul style="list-style-type: none">• Developed and implemented a plan to increase corporate accounts. Led a team to call on potential accounts.	Raleigh, NC
ADDITIONAL	Interned for a large publishing company in London, UK during the summer of 2001.	