

**ME:** I have 8 years (1995-2001 and 2007-2009) of traffic/production management experience in varying sizes of ad agency and direct mail environments. I have an additional 7 years (2002-2009) of operational and brand management experience in a growing small business environment. And since 1993, I have been skillfully using print design software programs for print media copywriting and design, web site design and newsletter copywriting and layouts.

I pride myself on my ability to run things smoothly and organized. When things don't run smoothly, I find the problem and quickly implement a solution independently or with supervision. I possess the unique ability to keep the team focused for successful navigation through that "void" between project conception and completion.

I have a keen sense of my environment and am quick to identify weaknesses and am tenacious enough to engineer and implement more efficient processes. My sense of humor allows me to know when not to take things too seriously and to enjoy working in teams with a variety of creative personalities.

I am seeking an opportunity where I can be challenged to exceed expectations despite adversities, exercise out-of-the-box ideas and where I can be an integral creative and operational part of a super-talented team that makes great things happen. Specifically I am seeking positions in the marketing or civic service industries.

**The Tactical Marketing-Type Job:**

For this to be a perfect fit, your company should specialize in the convergent disciplines of brand identity development, web development, digital media, print design, print publishing or software development.

**The Strategic Operational-Type Job:**

For this to be a perfect fit, your company should specialize in providing city or state communities and their businesses with planned opportunities for growth and development. The position would offer me experience in the disciplines of policy, finance, personnel and committee leadership.

I have 8 years of experience working closely with Account Managers, Creative Directors, vendors, clients and design teams to schedule, track, coordinate and deliver on all print design projects including outdoor, magazine, newspaper, collateral and catalogs. I am comfortable spending my time driving and managing the production process from inception through clients meetings, estimation, proposal, production, delivery, follow-up, billing and archiving. I am energized in spending my time involved in the creative process and strategic analysis of a client's situation.

**Qualities:**

I thrive under pressure and deadlines

I detest procrastination

I am self-motivated and driven

You can call me obsessively organized

I've been called tenacious yet tactful

Despite a bad day, I beam with an infectious positive attitude

And I do happen to possess the ever-popularly under-rated, common sense

**Qualifications:**

- Strong project management skills proven when juggling multiple marketing projects efficiently
- Progressive experience in managing project production schedules and budgets
- Intimate knowledge of the printing process
- Print buying and negotiating skills
- Selects suppliers and vendors for project appropriateness, cost-effectiveness, quality control and timely delivery
- Process development and efficiency skills: audits operating procedures, refines them for efficiency and quality control
- Resourceful and results-oriented
- Balanced mix of strategic, tactical and creative skills
- Experience in strategic brand planning, marketing program development, implementation and analysis
- Outstanding team player and relationship builder : inspires and manages production and creative teams to ensure client expectations are met
- Experience with media, events and promotions: plans, organizes and manages events
- Excellent ability to communicate clearly and concisely
- Proven ability to problem solve with clients, creative teams and directors

**Technical:**

- Proficiency in Microsoft Office Word and Excel
- Proficiency in Quark, Photoshop and Dream Weaver
- Working knowledge of PowerPoint, Astound, Flash, Acrobat and InDesign
- Working knowledge of MAC and PC operating systems

## Where I've been building my career:

### Wunderman Advertising, Seattle WA; 2007-2009 (current)

- Project Manager for 1 year, 4 months
- Reports to 1 Project Director, Patricia Davis
- Delivered extremely high level of customer service
- Served as daily point contact for two books of business (18+ daily individual projects/programs)
- Facilitator of team meetings and liaison for production staff and internal clients
- Communicated client expectations to project teams
- Managed the project timeline as it related to the client's goals and budget
- Monitored deadlines and maintained internal work-flow reports
- Proofread all print media internal drafts and printer proofs
- Provided quality control in budgeting, scheduling and design throughout the production process
- Trained incoming contracted Project Managers
- Implemented operational process changes
- I was elected the President of the company's Toastmaster chapter.

### KneadyBody Massage & Wellness Center, Bellevue WA; 2002-2007 (current)

- Clinic Director for 5 years
- Reporting to the only Shareholder, Bryan Foss
- Daily Operational Management and staff management of 10+ practitioners
- Maintaining client relationships
- Brand development and strategic planning
- Hiring manager conducted interviews, evaluations, hiring and exit plans
- Marketing development and planning for all print and web media strategies
- Print buying, scheduling and budgeting
- Accounting, receivables and payables
- Designed and Produced all print media and web media
- I've learned a lot about how hard it is for a small business to increase brand awareness on a budget. It is not of matter how pretty a package is, how much money you spent, or how loud you yell your name. They won't come unless they feel a connection – a story.

### The Hacker Group: Bellevue Direct Mail Agency; September 1999-December 2001

- Account and Project Coordinator for 2 years, 3 months
- Reported to 5 Account Managers and the P & VP of Account Services, Spyro Kourtis and Melissa Stevens
- Delivered extremely high level of customer service
- Served as daily point contact for clients
- Attended as a key player in client and creative team meetings and acted as liaison for production staff and clients
- Participated in strategic development of client brand
- Communicated client expectations to project teams
- Managed the project timeline as it related to the client's goals and budget
- Monitored deadlines and maintained internal work-flow reports as well as client status reports
- Proofread all print media internal drafts and printer proofs
- Reviewed all clients' direct mail data files for accuracy as it related to the campaign strategy
- Provided quality control in budgeting, scheduling and design throughout the production process
- I bought a house and got married, loving the Northwest

### One Reel Productions; Seattle Event Producers; April 1999-September 1999

- Freelance Contract Print Production Manager for 6 months
- Reported to the Director of Marketing and Print Production, Sheila Hughes
- Served as primary print vendor contact for print media projects for summer events
- Improved the efficiency of the work-flow system
- Researched local printer options and analyzed print project appropriateness and cost for each project
- Led meeting with all print vendors
- Hired and managed print vendor relationships
- Negotiated with print vendors to maintain multiple project budgets
- Handled print buying, reviewed/checked up printer proofs, and supervised press checks
- Prepared written estimates and schedules
- Managed design team relationships, workflow on assigned projects and conducted creative meetings
- Provided quality control in budgeting, scheduling and design throughout the production process
- Saw Teatro twice for free! Not to mention Womad, Bumbershoot and Summer Nights at the Pier - Free!

Catalog Partners, USA; Los Angeles Video Catalog Producer; November 1998- February 1999

- Freelance Contract Print Production Manager for 4 months
- Reported to the owner and VP of production
- Served as primary print vendor contact for catalog project
- Negotiated with print vendor to maintain project budget
- Managed design team relationship, workflow on the project and conducted creative meetings
- Proofreading of catalog pages
- Edits assimilation management
- Reviewed/marked up printer proofs, and supervised press checks
- Provided quality control in budgeting, scheduling and design throughout the production process
- Started work with a sprained ankle, but at least I had my own office with a door, finally

Speak Pease, Inc.; Los Angeles Motivational Speaker; July - October 1998

- Freelance Contract Print Production Manager for 4 months
- Reported to the owner, Paul Pease
- Primary marketing contact for public speaker, Paul Pease
- Hired and managed print vendor relationship
- Prepared written estimates and schedules
- Designed and built all print media
- Wrote press releases
- Handled print buying, reviewed/marked up printer proofs, and supervised press checks
- Provided quality control in budgeting, scheduling and design throughout the production process
- Got to drive my Fiancé's 300 ZX T-top to all the off-sites for 4 months while he was in Seattle

McCann Erickson Advertising; Los Angeles Advertising Agency; March - May 1998

- Freelance Contract Account Executive for 3 months
- Reported to a Freelance Account Manager, Risa Smith
- Delivered extremely high level of customer service
- Attended as a key player in client meetings, creative team meetings and acted as liaison between agency departments and the client
- Participated in strategic development of the client's brand
- Communicated client expectations to project teams
- Managed the project timeline as it related to the client's goals and budget
- Monitored deadlines and maintained client status reports
- Edits assimilation management
- Proofread all print media printer proofs
- Provided quality control in budgeting, scheduling and design throughout the production process
- Ate lunch on Rodeo Drive

K2 Communications; Los Angeles Marketing Agency; November 1997 - March 1998

- Freelance Contract Print Production and Account Manager for 5 months
- Reported to VP Account Services, Randi Spivak
- Delivered extremely high level of customer service
- Managed daily client relationships for the VP of Account Services
- Served as primary print vendor contact for print media projects
- Attended as a key player in client meetings and creative team meetings
- Handled print buying, reviewed/marked up printer proofs, and supervised press checks
- Prepared written estimates and schedules
- Managed design team relationship, workflow on assigned projects and conducted creative meetings
- Proofreading of all print media proofs
- Made all edits to the print media files and prepped digital files for the printer
- Provided quality control in budgeting, scheduling and design throughout the production process
- I tried Thai food for the first time and did office-yoga with my boss

Team One Advertising; Los Angeles Advertising Agency; June 1996 - November 1997

- Traffic Coordinator 1 year and 5 months
- Reported to 4 Traffic Managers and the Traffic Director, Brenda Cooksey
- Managed trafficking of print media through the agency approval process beginning with the proofreading department, the design team, the creative team, the production department and finally the account management department
- Received and managed all edits from all departments for assigned projects - Edits assimilation
- Managed all editing meetings for assigned projects
- I learned to never date anyone you work with

VenturCorp Worldwide; Los Angeles Small Business Consulting Company; May 1995 - June 1996

- Freelance Contract Research and Writer for 1 year, 2 months
- Reported to VP Account Services, John Zabowski
- Delivered extremely high level of customer service
- Managed daily client relationships and attended as a key player in client meetings
- Wrote 4 business plans for small businesses
- Researched relative competition, target market and sales planning
- Produced financial spreadsheets, cash flow analysis and projections
- I enjoyed hearing the waves crash while working at this beach-front-office in Malibu

**My Spare Time:**

- 1997, Co-Founder 'Third Street Swingers', 200+ dancers, monthly event in Santa Monica, CA - current
- 1998, Co-Founder 'Emerald City Swing', 20+ dancers, competition swing dance team, Seattle, WA - current
- 2002, Founded and Lead 'The Ladies Lair', 20+ women, monthly event in Bellevue, WA - ceased 2005
- 2002-2003, Ambassador for the Kirkland Chamber of Commerce, Chair-Elect 2004 (declined)
- 2002-2003, Member of the Women's Business Exchange, E-Women Network and Women of Wisdom
- 2002-2003, Member of the BNI Bellevue Bulldog Chapter, Vice President-Elect 2003 (declined)
- 2004, Member of the Redmond Chamber of Commerce and Bellevue Chamber of Commerce
- 2006, Founder and Manager of 'Alley Cats Swing Revue', youth swing dance club in Bellevue, WA 12-person group
- 2006, Vice President of the Seattle Alumni Chapter for Pepperdine University, 20+ members
- 2007, Provisional Lead in the Seattle Junior League for the Capitol Days 2-day event overseeing 5-person committee
- 2008, Communications Chair in the Seattle Junior League for the LeagueSheet overseeing 13-person committee
- 2008, President Alley 24 Toastmaster Chapter, 15+ members

**Education:** Graduated BA Advertising, Marketing minor from Pepperdine University in 1996

**At Pepperdine:**

- Worked my 4<sup>th</sup> year as a Bank Teller at Wells Fargo (started in high school age 16)
- Met Olivia Newton John, Maya Angelou, President George Bush Jr. and the really cute Cary Elwes
- Delivered Pizza Hut pizza to all the Malibu rich and famous and dorm rooms for 1 year
- Commission-Paid Advertising Manager for The Graphic Weekly newspaper for 3 years
- Paid Intern in the School's Public Information Department and Publications Department for 2 years
- Valeted cars for the rich and famous from Malibu to the Hollywood Hills - shout out to the "Valet Girls"
- Your math is correct if you figured out that I had at least 3 jobs each semester
- I had an ocean view from my dorm-room bedside – those were the days

If you made it through this comprehensive resume, I applaud and appreciate your efforts to learn more about me. I feel confident that I can bring value to your team. You may reach me on my mobile 206-650-0757 to set up an interview or request specific references.

Thank you,  
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