

Tykeisha Mcelree

Marketing Director

✉ tykeisha.mcelree@gmail.com

☎ (570) 149-7793

📍 1234 Elm Street, New York, NY 10001

Education

Bachelor of Science in Marketing at University of Wisconsin-Madison

Sep 2011 - May 2015

Some skills I've learned are effective communication, teamwork, leadership, and public speaking.

Links

[linkedin.com/in/tykeishamcelree](https://www.linkedin.com/in/tykeishamcelree)

Skills

Marketing

Advertising

Public Relations

Event Planning

Social Media Marketing

Market Research

Project Management

Languages

English

Portuguese

Employment History

Marketing Director at Kwik Trip, WI

Jun 2022 - Present

- Led the development and execution of an integrated marketing communications plan that generated a 20% increase in web traffic and a 30% increase in sales inquiries within 6 months.
- Defined the target market for new products, developed messaging and positioning, and launched 3 successful product lines with first-year revenue totaling \$9M.
- Managed annual budget of \$5M+, directed team of 4 direct reports, oversaw outside agencies & contractors.
- Planned & executed national trade show strategy resulting in increased booth traffic by 25% year over year.
- Wrote copy for all collateral including website content, brochures, case studies, white papers; edited/proofread materials created by others.

Senior Marketing Director at Sargento Foods, WI

Sep 2020 - May 2022

- Led the development and execution of an integrated marketing communications plan that generated a 20% increase in web traffic and a 10% increase in sales within 6 months.
- Defined target markets, developed messaging, and created go-to-market strategies resulting in market share growth from 15% to 25% over 2 years.
- Managed annual advertising budget of \$5M+, achieving cost savings of 15% while maintaining or increasing brand awareness levels.
- Researched, planned, and executed successful rebranding initiative which resulted in increased customer satisfaction scores by 5%, higher conversion rates on key touchpoints by 3%, and overall improvement to the company's reputation.
- Developed social media strategy that increased followers by 30% within 6 months while also driving website traffic up by 15%.

Associate Marketing Director at Johnsonville Sausage, WI

Aug 2015 - Aug 2020

- Led a team of 8 in executing a successful marketing campaign that increased product sales by 25%.
- Authored an award-winning white paper on effective marketing strategies.
- Successfully managed a \$2 million budget for all marketing initiatives.
- Spearheaded the development and implementation of a new customer loyalty program which resulted in a 10% increase in customer retention.
- Designed and executed an integrated marketing communications plan that generated awareness for the company's products and services, resulting in a 5% increase in market share.