

TAMARA BARRANT

West Palm Beach, FL | tambarrant@gmail.com

Marketing Manager • Brand Strategy • Integrated Campaigns • Programmatic Advertising

Marketing manager with roughly 5 years of experience and an M.A. in Strategic Marketing, specializing in brand development, digital advertising, and driving measurable impact across both established teams and growing organizations. Proven ability to manage \$400K+ in monthly ad spend across 80+ accounts, lead full-scope rebranding initiatives, and develop cross-functional strategy in fast-paced environments. Seeking a collaborative, structured marketing team where strategy and execution are valued equally.

PROFESSIONAL EXPERIENCE

Marketing Manager | GCFCU | Florida Jan 2026 – Present

- Joined organization without existing marketing infrastructure; rapidly assessed operational gaps and initiated structural rebuild of marketing strategy and workflows within first 60 days
- Spearheaded brand strategy refinement, establishing foundational processes for content review, approval, and publishing compliance — ensuring all outward-facing materials met brand and regulatory standards
- Launched and managed social media presence, email marketing campaigns, and physical product design initiatives simultaneously while onboarding in a high-demand environment
- Introduced cross-functional coordination protocols to align marketing output with organizational objectives

Marketing Manager | Seacoast Business Funding | Boynton Beach, FL Jan 2025 – Jan 2026

- Led full-scope rebranding initiative including visual identity, messaging, and collateral development
- Owned end-to-end marketing function including social media management, email marketing, content creation, physical product design, and third-party vendor coordination
- Developed and implemented marketing strategy aligned with business development goals in a B2B financial services environment

Brokerage Coordinator | Cushman & Wakefield | Boca Raton, FL Jul 2024 – Jan 2025

- Supported marketing strategy development and client outreach initiatives for a national commercial real estate Hospitality Team
- Managed team documentation, expense reporting, and business deal data entry to ensure accurate tracking and reporting across high-volume transactions
- Coordinated cross-team communications and project timelines to consistently meet client deliverable deadlines

Organic Social Media Manager (Additional Role) | Auto Ad Group | West Palm Beach, FL Nov 2023 – Feb 2024

- Expanded scope to lead social media management for automotive clients while maintaining full programmatic responsibilities
- Managed multi-brand content calendars across platforms using Sprout Social at enterprise level, optimizing post timing and content relevance
- Audited channel strategies and delivered advisory feedback to improve engagement performance and brand consistency

Programmatic Marketer & Digital Advertiser | Auto Ad Group | West Palm Beach, FL Jun 2022 – Feb 2024

- Independently managed \$400K+ in monthly digital ad spend across 80+ automotive client accounts on DV360, Campaign Manager 360, Google Ads, and Facebook Business Suite
- Executed data-driven campaign optimization including custom audience targeting, budget pacing, and performance reporting using Microsoft Excel

- Ensured full brand and advertising compliance with state regulations and platform policies across all managed accounts
- Produced SEO-informed website descriptive copy for 10 automotive brands; wrote ad copy that aligned with brand voice and campaign objectives
- Collaborated cross-departmentally to refine campaign strategy and improve output quality and consistency

Copy Editor & Social Media Marketer | Chinakwe | London, UK *May 2021 – Sep 2021*

- Devised digital campaigns and social engagement strategies for an international brand; verified brand compliance across all communication channels
- Implemented crisis management frameworks for social media to protect brand reputation and maintain audience trust
- Generated website and email copy aligned with brand voice and audience expectations

CORE COMPETENCIES

Platforms: DV360, Campaign Manager 360, Google Ads, Facebook Business Suite, Sprout Social, Salesforce

Disciplines: Brand Strategy, Integrated Campaign Management, Programmatic Advertising, Email Marketing, Content Strategy, Copywriting, Social Media Management, B2B & B2C Marketing

Tools: Microsoft Excel, Microsoft PowerPoint, Canva

Strengths: Marketing infrastructure build-out, compliance & approval workflows, cross-functional coordination, data analysis & reporting

EDUCATION

M.A., Strategic Marketing — University of Greenwich — London, UK | 2022

Relevant coursework: Branding, Digital Marketing & Data Analytics | Dissertation: Advertising's Societal Ramifications in Young Adults | Member, ViewPoints University Publication

B.A., English — Florida State University — Tallahassee, FL | 2020

Minor: Political Science | Relevant coursework: Public Administration, Rhetorical Theory, Editing, Writing & Media | Member: Delta Zeta Sorority, CSA, BSU