

# TARA MCQUEEN

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"I enjoy connecting brands with people by using alternative problem solving and cultivating genuine engagement. I work best in collaborative and open-minded environments, where ideas are prioritized and creatively executed."

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## WORK EXPERIENCE

### CO Architects

March 2019 - Present | Los Angeles, CA

#### Marketing Coordinator

*Preparing strategic marketing deliverables for proposals and media content*

- Prepare content for project proposals and coordinate deliverables with internal and consultant teams
- Create and update website material including project pages, media mentions, company and project news
- Produce all social media content for audience of ~10,000 and engage with users on a daily basis
- Write project narratives for award submissions, proposals, website, etc.

### Hunter Douglas Architectural

May 2018 - March 2019 | Poway, CA

#### Marketing & Design Specialist

*Produced external and internal marketing deliverables*

- Designed eNewsletter content and format for distribution to over 600 contacts
- Increased eNewsletter open rate by 10% within five months
- Created and edited marketing content for website and marketing collateral

#### Product & Design Coordinator / Event Planner

Aug. 2016 - April 2018 | Poway, CA

*Managed product marketing content and company events*

- Assisted product photoshoots for promotional marketing content and directed product installation videos
- Managed day-to-day sampling inventory and fulfill unique order requests
- Planned international sales events, host local sales meetings and schedule travel itineraries and bookings

### Texas Christian University

Jan. 2015 - Sept. 2015 | Fort Worth, TX

#### Advertising Account Executive

*Sold advertisement placements for TCU website and newspaper*

- Supervised and trained five-person sales team
- Worked with clients to co-develop and execute advertisements
- Approved layouts, advertising copy, and promotional information
- Developed and maintained effective deadlines and production goals for advertising department

### Fluid Components International

May 2013 - Dec. 2013 | San Marcos, CA

#### Marketing Intern

*Created and managed social media pages and posts to expand clientele reach and edited company website and promotional materials*

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## EDUCATION

### Texas Christian University

2012 – 2016 | Fort Worth, TX  
Bob Schieffer College of Communication

- Graduated Cum Laude Class of 2016
- B.S. in Advertising and Public Relations
- Minor in Communication Studies

## SKILLS

- Microsoft Office
- Organic Social
- Event Planning
- Consumer Behavior
- Team Collaboration
- Adobe Creative Suite
- Digital Marketing
- Strategic Communication
- Marketing Strategies