

TIRA MCDONALD

MARKETING ACCOUNT/PROJECT MANAGER

510.599.7950



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Richmond, CA 94803



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SKILLS

Direct Marketing
Project Management
Communication
Relationship Management
Accountability
Agency/Vendor Management
Social Media Marketing
Attention to Detail
Web site/Online
Content Development

EDUCATION

MASTER OF ARTS
Business Administration
Golden Gate University
San Francisco, CA
1998

BACHELOR OF ARTS
Sociology
University of California
Berkeley, CA
1991

PROFESSIONAL PROFILE

A distinguished marketing professional with 20+ years of experience in B2B and B2C marketing. I possess keen technical skills and leadership abilities necessary to succeed in a challenging new position. I am able to work with diverse personnel and successfully manage multiple projects concurrently in a fast-paced, results-oriented marketing/advertising environment.

EXPERIENCE

Marketing Consultant

Wells Fargo – Concord, CA/March 2014 – Present

Lead the execution of complex direct marketing campaigns coordinating resources and staff to ensure timely and accurate implementation.

- Develop matrices including promotions and customer segmentation elements across product lines to maximize sales growth and profitability.
- Co-manage the creative development of direct mail packages, emails, ATM ads, and ad hoc collateral working closely with In-House Agency, Print Production, and external agencies to produce quality assets.
- Coordinate the approvals of direct mail, digital, and ATM creative through Brand, Compliance, and Legal utilizing Marketing Exchange to ensure materials are compliant and marketplace ready.

Project Manager (Contractor)

Union Bank – San Francisco, CA/October 2013 – March 2014

Managed and maintained the project plan for Union Bank's first commercial card offering.

- Oversaw deliverables' sign-off and documentation with Union Bank team leads, MasterCard, and third-party vendors in a timely manner to maintain project schedule.
- Collaborated with cross-functional teams, including: ITG, marketing, operations, finance, compliance, risk, product management and sales within Union Bank, MasterCard, and vendors to achieve successful completion of tasks.
- Communicated frequently with project stakeholders providing clear and consistent information regarding timelines, progress, risks, and key project metrics to ensure complete project transparency.

Marketing Project Manager (Contractor)

Brocade – San Jose, CA/March 2012 – August 2013

Project managed development of collateral requested by Sales personnel. Assigned in-house creative talent and/or external resources to internal clients' projects to deliver assets that met clients' needs.

- Oversaw projects throughout all stages of creative development: determined scope and schedules, ensuring on-time, on-budget, and on-message completion.
- Communicated frequently with clients about print and online assets and suggested new collateral or refinement of existing collateral for use in driving sales growth.
- Supervised the work of third-party creative vendors and freelancers.
- Managed electronic collateral inventory with POD vendor: retired outdated collateral, provided updated collateral, and posted new collateral ensuring 24/7 availability of materials.

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TECHNICAL SKILLS

Microsoft Office Suite

Marketing Exchange (Aprimo)

Microsoft SharePoint

Microsoft Project

Adobe Acrobat

Adobe Dreamweaver

Adobe InDesign

Adobe Photoshop

Adobe Lightroom

Adobe Illustrator

Web Design/Development

HTML5 & CSS3

WordPress

EXPERIENCE continued

Web Project Manager (Contractor)

Pacific Gas and Electric Co. – San Francisco, CA/March 2010 – February 2011

Collaborated with internal clients to gather requirements for development of web pages, videos, emails, and social media. Worked with Web team to ensure the deployment of effective digital assets.

- Cultivated effective relationships with marketing, online communications, and external agencies to drive initiatives that fulfilled clients' goals.
- Ensured deliverables represented an optimal, branded touch point that addressed all client requirements and strategic objectives.

Marketing Project Manager (Contractor)

March 2007 – March 2010

Managed assignment of in-house creative and external creative resources to develop internal clients' collateral. Determined appropriate distribution channels to maximize reach.

- Prepared comprehensive creative briefs to define project scopes and developed production timelines to ensure the efficient completion of marketing materials.
- Disseminated clear internal and external communications to ensure shared understanding of creative project steps and joint objectives.
- Hired and managed freelancers to work on creative projects.

Marketing Manager (Contractor)

Charles Schwab & Co. – San Francisco, CA/October 2005 – March 2006

Collaborated with sales and field personnel, marketing, client service teams, and internal agency to develop required sales materials and support initiatives of bank products.

- Managed sales support initiatives including the Mystery Shopping Program, deployed to ensure Schwab brokers properly disclosed information to customers.
- Generated marketing plans to support credit card and investment checking product

ADDITIONAL EXPERIENCE

Product Manager (Marcom)

Visa International – Foster City, CA/March 2001 – February 2005

Web Content Manager

November 1999 – March 2001

PROFESSIONAL DEVELOPMENT

Certificate in Social Media Marketing, California State University East Bay, Hayward, CA, 2017

Certificate in Front-End Web Development, Hackbright Academy, San Francisco, CA, 2015

Copy Editing Certificate Program, Media Bistro, New York City, NY, 2012