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CAREER SUMMARY

B2B marketing leader with a rare dual background: I started my career in creative direction (BFA) and evolved into a data-driven demand generation strategist (Masters). I specialize in stepping into complex, rapidly changing corporate environments and building structure out of chaos—whether that means scaling a global trade show portfolio from 2 to 7 events or architecting ABM campaigns that capture 60% of total pipeline. Having successfully navigated multiple corporate mergers and acquisitions, I am a trusted and experienced cross-functional marketing and event partner to Sales and Product teams who knows how to translate beautiful brand vision into aggressive revenue growth and 100% customer retention.

PROFESSIONAL EXPERIENCE

Independent Marketing & Event Consultant, Remote

May 2026 - Present

- **Senior Marketing Manager (Fractional):** Provide interim event strategy, pipeline optimization consulting and marketing management for various opportunities through The Roster, based out of Franklin, TN.

Customer and Partner Marketing Manager at Flooid, Remote

April 2022 - May 2026

- **Strategic Cross-Functional Leadership:** Promoted internally by executive leadership to absorb the enterprise event portfolio with extremely limited budget, adjusting to tight budget restrictions before acquisition. Successfully unified disjointed field marketing, digital demand generation, and event logistics into a single framework, accounting for roughly 40-50% of total pipeline growth.
- **Expansion & Strategy:** Oversaw all aspects of trade show strategy and logistics. Scaled flagship international trade show portfolio from 2 to 7 across the US, UK, Europe, and APAC. Delivered over 25% of event sourced MQLs resulting in 10% face-to-face Sales discussions, presale demonstrations and SQL conversion. Orchestrated regional roadshows and annual in-person and virtual customer user groups with partner sponsorships attributing to 100% customer retention.
- **Campaign & Creative Direction:** Directed end-to-end event journeys—from creative themes and digital asset design to multi-channel demand generation via Pardot, Apollo, and LinkedIn.
- **Pipeline & ABM Alignment:** Partnered with Sales and Demand Generation leaders to establish Salesforce targets and execute high-touch account-based marketing (ABM) activations that drove regional revenue and renewals.
- **Cross-Functional Collaboration:** Unified Product, Marketing, and Communications teams to build integrated promotional messaging, event agendas, and robust calls-to-action that boosted attendee participation.

- **Financial Governance & Sponsorships:** Owned multi-project event budgets and contract negotiations consistently staying within or under budget. Cultivated a 100+ partner network including seven premium level strategic partnership program participants resulting in over \$200K annually in sponsorships.

Independent Marketing Consultant | Nashville, TN

December 2021 – April 2022

- **Brand Strategy Consultation:** Executed freelance brand strategy and event production contracts for B2B clients, managing end-to-end campaign asset design and demand generation workflows to maintain continuous pipeline growth.

National Marketing Strategist | Qualifacts Systems, Inc., Nashville, TN

July 2019 – December 2021

- **Brand Visibility & Influence:** Orchestrated high-impact thought leadership presentations and sponsorships at premier industry conferences.
- **Territory Expansion:** Spearheaded regional field marketing strategies to penetrate complex territories using localized high-touch activations and relationship building.
- **Pipeline Attribution:** Built Salesforce tracking models to attribute \$1.2M in net-new ARR from regional field campaigns targeting high-value decision-makers contributing to 65% of total pipeline.
- **Team Leadership:** Mentored and led a high-performing marketing team through a major corporate merger and restructuring.

Marketing & Communications Strategist | PICA / ProAssurance, Franklin, TN

May 2011 – July 2019

- **Integrated Experiential Branding:** Partnered with brand teams to design unified visual layouts and physical environments, maintaining strict brand consistency across all trade show touchpoints.
- **Operational Setup & ROI Tracking:** Directed operational strategy, lead tracking, and ROI analytics for enterprise trade show setups to convert event attendance into sales opportunities.
- **Agency & Vendor Governance:** Managed external creative agencies, freelance talent, and production vendors to source premium brand assets while enforcing stringent cost controls.
- **Multi-Channel Copywriting:** Authored promotional copy for conference agendas, websites, targeted email sequences, and advertising to accelerate audience acquisition.

EARLY CAREER HISTORY

Art Director | LAM-ANDREWS Healthcare Marketing, Nashville, TN

2010 – 2011

- **Graphic Design & Direction:** Directed visual strategy, brand identity, and asset production utilizing Adobe Creative Suite to support regional lead generation.

EDUCATION

- **Masters in Strategic Communication** | University of Iowa
- **BFA in Design Communications** | Texas Tech University

PLATFORMS & SYSTEMS KNOWLEDGE

- **CRM:** Salesforce, HubSpot
- **Operations & Enablement:** SharePoint, Seismic, G-Suite, MS Office
- **Project Management:** Wrike, Trello, Microsoft Planner
- **Analytics & Data Visualization:** Google Analytics
- **Creative & AI Innovation:** Adobe Creative Suite (InDesign, Photoshop, Illustrator), LLM AI Prompt Engineering
- **Email Marketing & Automation:** Pardot, Mailchimp, Outreach, Apollo
- **Social Media Management:** Hootsuite, Sprout Social, Agorapulse