

TARA BOSSERT
www.tarabossert.com

147 Webster Avenue #2 · Jersey City, NJ 07307 · (201) 921-1433 · brandologist@gmail.com

PROFESSIONAL EXPERIENCE

Hornblower Cruises & Events
Director of Marketing

2013-present

- Oversee and execute all aspects of marketing including, PR, advertising, PPC/SEO agency, digital, video, content, social media, email, media buying, partnerships, sponsorships, analytics, lead generation, guerrilla marketing and events
- Grew, managed and hired team of four (Content Marketing Manger, Graphic Designer, SEM Specialist, Interns)
- Create and execute integrated marketing and sales strategies/campaigns for B2B and B2C segments (strategies/campaigns include: brand, digital, email social media, though leadership, PR, demand generation and strategic partnerships)
- Introduced email automation tool (marketo) to stakeholders, resulting in companywide roll out
- Identify and maintain high profile local community partnerships
- Redesigned ecommerce website to be more engaging, resulted in a 20% increase in sales within first month
- Negotiated over 1 million dollars in added value and media buy barter within first year
- Develop customer personas and brand story by segments results include: 30% growth in brand awareness
- Responsible for a 2 million dollar media plan
- Grew B2B leads by 695% and B2C bookings by 99% within first year

Verisk Analytics, Jersey City, NJ
Director of Marketing(corporate)

2012- 2013

- Report to VP of Marketing
- Created new marketing department for recently acquired company
- Deploy and create post acquisition rebrand, integration and messaging strategy
- Created first ever digital, demand generation and content marketing strategy
- Spearhead website redesign and maintain relationship with ad agency

Verisk Analytics, Jersey City, NJ
Corporate Senior Marketing Manager

2008 - 2012

- Report to the Director of Marketing Strategy and Operations
- Managed and develop integrated marketing strategies for a wide range of products in order to create/maintain awareness, increase ROI, stay in line with corporate objectives and goals and produce measureable results
- Worked collaboratively with corporate communications, operations, designers and

- product area's in order to execute marketing tactics and meet deadlines
- Negotiated and maintain relationships for media spends and custom sponsorships, resulted in an average savings of over 40% off the asking price and an additional \$15-25K in added value for 2011
- Introduced and executed new and creative marketing technologies, strategies and best practices to over 8 subsidiaries/product areas to help guide them towards an integrated communication channel: expertise includes, web seminar, social media, digital media, Eloqua (e-mail, landing pages, nurtures for lead gen) direct marketing, traditional advertising, tradeshow partnerships, creative execution and web
- Provided senior level product owners with reports on budget and campaign effectiveness
- Created partnership programs for integration partners and guest thought leadership speakers

MGM GOLD COMMUNICATIONS, New York, NY
Senior Brand Manager

2005 - 2008

- Strategically secured highly visible partnerships/sponsorships and cross promotions for regional market within the first 5 months of taking over the product portfolio
- Grew brand awareness by 40% for unknown spirit by developing effective promotional placement and supporting lead gen programming
- Strengthened relationships with accounts and distributor/importer executive sales team, through creating dynamic training and incentives programs to rely correct messaging to consumer base resulting in a 10% increase in top shelf placement within one year
- Hired and trained staff of 15 brand ambassadors for all promotional events including, product samplings, bartender trainings, red carpet events and all other partnership marketing initiatives involving media
- Tracked effectiveness of samplings and promotional campaigns by evaluating customer feedback and product rotation
- Negotiated all outsourcing of both traditional and non- traditional media buys/placement through leveraging existing relationships in an effort to stay within our targeted demographic, while receiving added value

SWAG PROMOTIONS, Jersey City, NJ
President

2003 - 2007

- Founded a business which focused on B2C brand strategy, promotional execution, product development and event planning by capturing over 10 steady clients from the fashion, film, wine/spirits and finance industries within the first year
- Created unique premiums, incentives, grassroots and event campaigns for over 20 new product launches and core company branding campaigns
- Managed several third party vendors/agencies to implement various activities across many channels: direct mail, premiums, e-mails, design, event production and overseas good production

MANHATTAN SHORT FILM FESTIVAL, New York, NY

2002 - 2004

Assistant Director of Marketing and Promotions

- Created annual strategic marketing plans to grow film submissions, resulted in an overall 50 % increase of film submissions (domestic and international) within the first year
- Managed two direct reports and highly visibly strategic partnerships with production houses, luxury goods and film commissions
- Oversaw entire festival event production, including press, sponsorships, volunteer recruitment, grassroots initiatives venue and crew logistics

EDUCATION & Professional Memberships

- **MS Integrated Marketing**, NYU, New York, NY
- **DMA SEO & PPC Certification**
- **DCMP** (Direct Marketing Association Certified Marketing Professional), Certified Direct Marketer
- **MMA** (Mobile Marketing Association), Mobile Marketing Certification tier 1
- **Certificate**, Marketing Strategy, Baruch College, New York, NY
- **BA**, Sociology and Psychology, Franklin Pierce College, Rindge, NH
- **ANA** (Association for National Advertiser) Digital, Social Media, Event Marketing and Sponsorship Committee Member
- **BMA Member** (Business Marketing Association)

TECHNICAL SKILLS

- | | |
|-----------------------|---------------|
| ▪ Eloqua/Marketo | ▪ Camtasia |
| ▪ Microsoft Office | ▪ Basecamp |
| ▪ Frontpage/Wordpress | ▪ GotoMeeting |
| ▪ Basic HTML | ▪ Web 2.0 |