

TAMARA JONES

12 YEARS MARKETING & OPERATIONS LEADER



ABOUT ME

Dynamic operational and creative executive with 12+ years leading high-growth companies through transformation, scaling, and brand expansion. Known for building systems from the ground up, directing cross-functional teams, implementing enterprise technology, and driving measurable performance across marketing, sales, production, and revenue operations. Combines analytical rigor with human-centered leadership to accelerate growth and deliver high-impact results.

WORK EXPERIENCE

Trendcend Media | Los Angeles, CA (Remote) | 2025 – Present

A next-generation creative & experiential agency specializing in sports culture, AI-powered production, and large-scale digital campaigns.

- Drove 550% team growth, expanding the company from 2 to 13 employees by building hiring systems, onboarding, org structure, and SOPs.
- Led full migration from Microsoft → Google Workspace, centralizing communication and operations.
- Built the agency's sales engine, including CRM pipelines, outbound strategy, proposals, pricing, and contract workflows.
- Developed P&L models, forecasting tools, and profitability tracking for campaigns and operations.
- Oversaw delivery of 8 major national campaigns, managing budgets, timelines, resourcing, and execution.
- Implemented KPI dashboards and reporting cadences, improving cross-team alignment and efficiency.
- Enhanced brand positioning and pitch strategy for high-value clients and experiential campaigns.
- Built a global hybrid workforce supporting creative, production, and operations.

Vice President of Marketing, Head of Marketing Five Seasons Windows & Doors | Denver, CO 2022 – 2025

Head all marketing initiatives, corporate communications, and some HR and Operations for a B2C high-end window company.

- Led expansion and rebrand, driving 75% revenue growth in 2.5 years, fueled by 100% marketing-generated leads and performance marketing strategy (32:1 ROAS).
- Integrated HubSpot CRM across all departments, improving sales alignment, customer experience, operational workflow, and executive reporting.
- Directed an 80% company expansion, implemented quality standards, and modernized internal and external communication.
- Built SEO, paid media, and social strategy, significantly increasing brand visibility and engagement.
- Managed all creative production, content strategy, and PR initiatives.



CONTACT

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EDUCATION

Bachelor of Int. Business

2013 - 2016

University of Arizona

Bachelor of Psychology

2003 - 2006

Arizona State University

HARD SKILLS

Operations Management

Scaling & Systems Design

RevOps P&L Ownership

Forecasting CRM (HubSpot)

Pipeline Development Pricing-

Strategy & Proposal Development

Marketing & Analytics Project &

Campaign Management

WORK CONT.

Vice President of Marketing, Head of Marketing Brock USA | Boulder, CO | 2020 - 2022

Head all marketing initiatives, corporate communications, and media efforts for a B2B sports safety company, including content creation, copywriting, data analysis, leadership, and more.

- Built integrated marketing plans, brand campaign objectives, budgets, and performance-tracking systems.
- Led global media campaigns that strengthened market leadership.
- Designed and launched the corporate website to support a full rebrand and new market expansion.
- Developed messaging, digital communications, collateral, and media; served as company spokesperson.
- Directed strategy, design, and launch for two new product pivots.
- Oversaw creative vendors and all brand collateral development.
- Created executive dashboards to streamline communication across leadership and departments.
- Executed campaigns that increased quotes by 200% and boosted social followers by 2,057%.
- Led crisis communication planning for C-suite litigation, ensuring message alignment and brand stability.

Director of Sales & Marketing, Head of Marketing CCS Facility Services | Denver, CO | 2016 - 2020

Head all marketing initiatives, corporate communications, and PR efforts for a B2B company, including content creation, copywriting, data analysis, leadership, etc.

- Helped drive revenue from \$50M → \$200M (300% growth) through strategic sales and marketing alignment.
- Led two corporate rebrands, including messaging, design, communication rollout, and internal buy-in.
- Integrated HubSpot CRM and built dashboards to unify sales, operations, and leadership reporting.
- Drove 2,700% social media follower growth and produced five corporate films.
- Created customer education campaigns generating a 200% increase in quotes.
- Led crisis communication for executive litigation, overseeing messaging, PR, and stakeholder communication.

Producer

MaxAppeal LLC | Dallas-NYC | 2010 - 2020

Produced marketing materials for B2C advertising and e-commerce businesses. Examples of work included film and print production for primarily catalogs, print, lookbooks, websites, and digital media.

- Produced large-scale photo and video campaigns for fashion, retail, healthcare, and lifestyle brands.
- Managed budgets, timelines, creative teams, and all production logistics.
- Clients included American Airlines, Chanel, Jimmy Choo, David Yurman, H&M, Marchesa, D Magazine, Neiman Marcus, and Joe Fresh.

SOFT SKILLS

Executive Leadership Strategic

Decision-Making Analytical

Problem-Solving Communication

& Executive Presence Team-

Building & Talent Development

Creative & Innovative Thinking

Time Management & Prioritization

TRAINING/ COURSES

Advanced Google Analytics

Certified

Google Analytics Academy

Email Marketing

Certified

HubSpot Academy

Marketing Software

Certified

HubSpot Academy

Inbound & Inbound Marketing

Certified

HubSpot Academy

Sales & Customer Service

Certified

HubSpot Academy

ADDITIONAL HUBSPOT CERTIFICATIONS