



TAWNIA ROMIG-FOSTER

mobile: 720-987-5855 • email: tawnya.foster@tawnyagene.com • website: www.tawnyagene.com
 • linkedin: <https://goo.gl/ZbpsGF>

PROFILE

Results driven, goal-oriented, organized, global marketing and business professional.

Proven experience in external marketing with brand management and internal communications. Business areas served include retail, pharmaceutical, financial, healthcare, medical device, building–construction material supply, B2B, B2C, non-profit/for profit organizations, and various freelance.

A solid leader with a background in developing process improvement efficiencies, custom turnkey creative services and communication strategies. Demonstrated leaderships skills with an ability to manage people, communicate effectively with cross-functional teams and deliver results.

Specialties: Digital and mobile marketing–front-end design/development and email design/development, strategic planning, brand management, project planning–management, photography and graphic design.

TECHNICAL SKILLSETS	EXPERIENCED IN	UNDERSTANDING OF
<ul style="list-style-type: none"> • Email design/development • ESP–SFMC • Strength in dual ability to design and front-end develop • Standards compliant HTML4/CSS2 • Event and product photography • Ps–Adobe Photoshop • Id–Adobe InDesign • Dw–Adobe Dreamweaver • Social media • Print production • QR code development 	<ul style="list-style-type: none"> • HTML5/CSS3 • Eloqua • Mailchimp • Ai–Adobe Illustrator • Pr–Adobe Premier Pro • Ae–Adobe After Effects • Flash–AS2.0 • Word • PPT • Videography • Video editing • Project management • Writing copy for web 	<ul style="list-style-type: none"> • ESP–Responsys • PHP • JS–JavaScript • Excel–Microsoft Excel • Word Press

PROFESSIONAL EXPERIENCE

MERKLE

Denver, CO—April 2017 to Present

Senior Email Developer

Responsible for overseeing a team of junior level developers, developing emails in high volume times: preparation of content, coding, QC, UAT and deployment of responsive emails. Including dynamic content and link tracking, quality assurance and content change management of emails in ESPs— Eloqua, SFMC, along with occasional landing pages.

Key responsibilities include: being a career advocate for a team of junior developers, working with account managers in the coordination of building dynamic emails, content change requests and production schedules, providing error-free deployments, meeting deadlines for content publications, serving as a resource for email best practices and educating others, utilizing problem solving skills to address and solve unique technical problems while keeping up with industry standards and best practices.

Some top clients my team services are: Samsung, Comcast, PNC, Regions Bank, Airbnb, OnStar, Chase, Shop PBS, Fair Square Financial, Under Armour and more.

TERUMO BCT

Lakewood, CO—July 2012 to April 2017

Front-End/Email Design and Development

For SMAC (Strategic Marketing and Communications) department of Terumo BCT.

Projects include: flash banners, HTML emailers, .com site updates, design/develop share point sites, UX/UI design and design headers/thumbnails for articles on the internal intranet. Assist with creation of various graphic design projects: white papers, internal use posters, billboards, info graphic design, brochures, pamphlets, signage, handouts and business cards. Projects are both internal and external in nature.

Global Internal Communications Business Partner

Responsible for project managing and creative work for internal communication campaigns that span across the globe, as well as providing location-specific needs.

Projects include:

- Internal email communications
- Writing intranet articles with an every other day cadence
- Weekly internal organizational announcements
- Monthly global e-newsletter
- Quarterly global patient story marketing materials
- Quarterly global patient story videos
- Quarterly internal global billboards
- Event photography
- SharePoint sites, brochures, posters, billboards, signage, low tac clings, badges, etc.
- Global internal business video projects
- Global internal business outsourced projects
- Marketing materials for internal fundraising events for LLS (Leukemia & Lymphoma Society—\$300K+ raised annually)
- Expense reporting
- Associate charity matching program

WESTWOOD COLLEGE

Member of the Professional Advisory Committee—May 2014 to March 2016

Professional input and guidance given to Westwood's design curriculum to help shape overall program and courses. To ensure the staff/college are offering courses that align with industry standards and ultimately help improve graduation rates, graduate successful employment rate and success in industry.

PROBUILD HOLDING, LLC

Denver, CO

Interactive Media Designer/Front-end Developer—2011-2012

IMD: Micro websites for special events, video editing, HTML newsletter emailers, and graphic design.

TAWNYAGENE PIXEL AND INK

Lakewood, CO

Creative, Lead Developer, Web Designer, Owner—2009 to Present

Sales/marketing, RFP, lead generation, contract negotiation, budget and project management, scope development, strategic planning, recruiting/ management of contractors and cross-functional teams.

Technical: concept creator/developer, photography, front-end design/development, UAT—functionality, cross browser/platform, launch execution, email development and customer database training/CM maintenance.

OBJECTIVE

I am seeking a company that is a cultural and chemical fit in people and mission. A company that has integrity and is dedicated to excellence. A company that invests in their people through challenge, growth opportunities, education and appreciation.

EDUCATION

THE ART INSTITUTE OF COLORADO: Denver, CO

AAS Degree: Interactive Media Design, June 2009

- Magna Cum Laude
- Certificate of Excellence (Portfolio Review)
- President's List (4 times)
- Dean's Honor Roll (4 times)
- President's Honor Roll

RAPID CITY REGIONAL HOSPITAL SCHOOL OF NURSING: Rapid City, SD

Registered Nurse—Certificate of Nursing

Colorado—Registered Nurse license is current to date

REFERRALS

Referrals provided upon request.

LinkedIn: <https://goo.gl/ZbpsGF>

MORE EXAMPLES OF WORK

Upon request.