

Tara K. Haskins

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OBJECTIVE

Marketing professional with eight years progressive experience seeking challenging and creative manager opportunity

Email/Direct Marketing Specialist · Detail oriented · Analytical · Team leader · Multi-tasker · Copy writer · Project management
· Proofreader · Extensive marketing knowledge · Public speaking · Team player · Artistic · Brand Ambassador

EMPLOYMENT

Specialist Marketing Programs

May 1999-present

Holland America Line
\$1.2B worldwide luxury cruise line

Eight years progressive marketing business development with focus on key partner relationships and revenue growth through B2B and B2C marketing campaigns. Support marketing needs of partners by maximizing marketplace exposure resulting in achievement of revenue goals. Creation of marketing campaigns, with coordination through third-party vendors, internal production departments and upper management to produce direct marketing and electronic promotional tools, online analytics and targeted online resources. Provide analytics of results-driven campaigns to determine ROI and conversion. Conduct data research via online markets for partner support and competitor advertising.

Selected Accomplishments

- Launch of interactive email marketing technology for B2C communications. Usage of tools triples week over week since mid-summer launch.
- Increase revenue production for top 100 partners 20% year over year through highly targeted marketing campaigns.
- Re-branding program, to reduce production costs of marketing campaigns by 40%, while increasing partner participation by 72% in three years.
- Re-launch of key communication website, providing robust reporting and electronic marketing tools thus increasing site activity an increased average of 38 more unique visits per week (based on 110 participants).
- Pivotal role in e-mail marketing growth during re-branding period producing up to 10 electronic projects per week to 1 million consumers.

Additional Experience

- Alaska Product Marketing Internship (while simultaneously working in Accounts Payable) covering Alaska promotions and events.
- International hotel and Alaska transportation invoice processing and contract annual audits for proper policy procedures
- International and Alaska land tour contract coordination

EDUCATION

Seattle University

Sep 1999-Jun 2001

Bachelors of Arts: Journalism/Public Relations; minor: Philosophy

Gonzaga University

Aug 1997-May 1999

Major: Marketing/Public Relations; minor: Philosophy & Italian

ADDITIONAL TRAINING, SKILLS & ABILITIES

Proficient with

Microsoft Outlook, Excel, Word, PowerPoint, Access, HTML, online analytics and SEO

Experimental College University of Washington

Secrets of Blogging – July 2008

Direct Marketing Association (DMA)

“Copywriting Tools & Techniques Online Seminar” – May 2006

“Secrets of Copywriting Seminar: Fundamentals for Direct Marketing” – February 2007