

Tamarah Lawrence, M.S.

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Strategic Account Director

Leveraging over eight years of experience steering high-impact communication strategies. Proven success in cultivating pivotal accounts, nurturing cross-functional collaborations, fostering enduring client partnerships and driving inclusive campaigns that amplify diverse narratives. Planned and managed a multi-million dollar budget and launched an integrated marketing campaign that led to a 55% increase in positive Black media. Ready to elevate Edelman's commitment to diversity, equity, and inclusion through innovative and impactful communication strategies as Vice President of Multicultural.

Skills

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|------------------------|------------------------|-------------------------------------|
| • Media Relations | • Activation Execution | • Multidisciplinary team leadership |
| • Account Management | • Copywriting | • Integrated Marketing |
| • Business Development | • Strategic Planning | • Brand Communications |
| • Budget Management | • Digital Marketing | • Partnership Development |

Career Experience

Account Director, Brand Experience, Authentique Agency, Atlanta, GA 4/2023 to Present

- Lead cross-functional teams in crafting and implementing targeted, integrated marketing strategies that prioritize diversity, equity, and inclusion across brand activations, media relations, and branding efforts.
- Manage pivotal client relationships, overseeing project delegation and execution for a diverse portfolio encompassing BET, Ulta Beauty, Gilead Sciences, Inc., Victoria's Secret, and PepsiCo.
- Mentor a team of 5 junior staff members, imparting expertise in project management methodologies, fostering inclusive communication practices, and guiding their professional growth through continuous coaching and structured feedback.
- Proficiently manage yearly retainer and campaign-based budgets for multiple clients simultaneously, ensuring efficient resource allocation.
- Spearhead new business development initiatives by crafting RFP responses, formulating budgets, and delivering compelling proposals to potential clients.

Director of Advocacy, Spero Studio, Washington, DC 8/2022 to 4/2023

- Forged mutually beneficial strategic partnerships to drive value for social impact and health equity clients, including the Congressional Black Caucus Institute, Amgen, Kidsave and the Partnership to Advance Cardiovascular Health.
- Delivered exceptional client service by hosting status calls, providing comprehensive reports, preparing and delivering impactful presentations, and adeptly resolving issues to meet and exceed client expectations.
- Counseled internal and external senior executives to foster growth and align with business objectives.

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- Led advocacy initiatives, crafting impactful communications and planning and executing events for the Congressional Black Caucus Institute and the Partnership to Advance Cardiovascular Health, amplifying their commitment to health equity and driving growth.
- Facilitated the design and launch of the Career Placement Initiative, resulting in 2,338 release views, 469 click-throughs, and 307 exact matches.

Director of Communications, Brand Storytelling, Authentique Agency, Atlanta, GA 11/2021 to 8/2022

- Developed and implemented comprehensive communications plans supporting diverse clients such as Elavon, BET Television, the Country Music Association, AMC Networks, and more. Cultivated relationships among peers and leaders, enabling successful project implementation in a cross-functional, matrixed organization.
- Spearheaded successful media relations campaigns, securing coverage in prominent outlets and fostering key relationships with journalists and influencers.
- Developed, delivered, and presented successful strategic communications plans to a diverse range of clients.
- Oversaw the creation of rich and creative content, encompassing press releases, media alerts, speeches, and more.
- Led the agency to win The Communicator's Award for an Integrated Campaign, elevating the agency's public exposure by 15% and attracting a 25% increase in potential clients.

Sr Account Manager, Spero Studio, Washington, DC 3/2021 to 11/2021

- Managed accounts for the Congressional Black Caucus, the Congressional Black Caucus Institute, and the National Association of Black Accountants (NABA).
- Provided leadership and mentorship to a team of junior-level associates.
- Created and executed the digital marketing strategy to promote NABA's National Convention and Regional Student Conference. Achieved significant results with 77,000 impressions across all social channels, a 25% email open rate, and over 32,000 page views.
- Launched a digital newsletter for the Congressional Black Caucus, effectively connecting with diverse audiences.
- Produced the Congressional Black Caucus Institute's Virtual TUNICA Mississippi Policy Conference, contributing to production by writing scripts and remarks, securing panelists, and more.

Sr Account Exec, Reputation/Media Specialist, Matlock ADPR, Atlanta, GA 2/2017 to 3/2021

- Developed and implemented culturally resonant communications strategies for esteemed clients such as Macy's, Georgia-Pacific, Koch Industries, Equity Prime Mortgage, Purpose Built Communities, and Emory University.
- Managed relationships with key media contacts, organizing and moderating interviews.
- Negotiated sponsorship costs and coordinated activations, contributing to successful campaigns.
- Oversaw a \$900K budget, yielding earned media exceeding \$1.6M value and fostering a 55% increase in positive media reception, notably enhancing the client's favorability within the Black community.
- Elevated the agency's brand awareness and online presence through leadership of the social media team and consistent development of a weekly content calendar.

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- Recognized for exceptional performance and achievements, earning three promotions during tenure for consistently exceeding expectations.

Public Relations Specialist, Just 4 Girls Salon, Atlanta, GA

9/2016 to 2/2018

- Directed both traditional and digital communications campaigns for the salon group, overseeing the development of print collateral materials, ensuring consistent brand messaging across various communication channels, and maintaining the company's website and microsites using WordPress and associated plug-ins.
- Produced and executed email-marketing campaigns, including content development, search engine optimization (SEO), and distribution via MailChimp. Additionally, established internal communications such as the Employee Handbook.
- Enhanced the company's profile and online presence by implementing a structured social media calendar and generating engaging content. Expanded brand reach through various direct marketing methods, including loyalty rewards programs, digital newsletters, influencer collaborations, and targeted email campaigns.
- Collaborated with management to develop impactful promotional campaigns, resulting in an increased client base and higher annual revenue.

Education

Master of Science in Strategic Communication, 2016

Central Connecticut State University, New Britain, CT

Bachelor of Arts in Communication, 2013

Loyola University Maryland, Baltimore, MD

Certifications

Certified Digital Marketing Professional, Digital Marketing Institute

2023

Volunteer

DEI Committee Member, American Marketing Association, Atlanta, GA

1/2022 to 11/2022

- Acted as a thought partner and ambassador within the American Marketing Association (AMA), ensuring comprehensive support for all members by spearheading diverse and inclusive programming that offers learning opportunities.
- Shared valuable insights and perspectives on Diversity, Equity, and Inclusion (DEI) issues and opportunities, contributing to the ongoing growth and development of the organization.
- Collaborated effectively with fellow committee members to conceptualize and implement programs tailored for diverse occasions, including but not limited to Black History Month and Pride Month initiatives.