TAMARA N. MITCHELL

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SUMMARY OF QUALIFICATIONS

Seasoned Sales Enablement, Digital Platform Professional with 18+ years of cross-functional expertise spanning Content Creation/Marketing, Communications, and Information Technology. Possess and combine analytical acumen with creative storytelling. Recognized for crafting compelling narratives, producing meticulous documentation, working with technology teams and championing excellence across all initiatives.

Adept at leveraging cutting-edge technologies to bridge gaps between sales, marketing, and tech teams. I excel at staying ahead of industry trends, adapting to and implementing best practices along with initiating innovative solutions that give my organization a competitive edge.

EXPERTISE, SKILLS & TECHNOLOGICAL PROWESS

Sales & Marketing Automation

- Salesforce Experience Builder | Pardot | Eloqua
- Generative Artificial Intelligence (AI) - RAG Model

Content Management

- Salesforce Experience Cloud | Adobe Experience Manager | SharePoint | Alfresco | Sitecore | SDLTridion | WordPress | System Administration | Analysis

Digital Experience Optimization

- SiteImprove | Adobe Dreamweaver | Photoshop | Microsoft
- GovDelivery for Public Sector Engagement

Data-Driven Decision Making

- Google Analytics | Advanced SEO Techniques | Project Management
- Jira | Confluence | Cross-functional Team Collaboration

Web Development and Accessibility Fundamentals

- HTML 5 | CSS | Responsive Design Principles | Section 508 | WCAG

PROFESSIONAL WORK EXPERIENCE

Analyst, Business Operations

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Cisco, Research Triangle Park, NC | 1/20 - Present

- **Stakeholder Management:** Develop and executed communication strategies to manage requests, training curriculum, requirements, and ensure excellent service delivery, collaborating with cross-functional teams.

- **Technical Analysis:** Document the capabilities of Salesforce Experience Cloud Builder, enhancing web content management tools and collaborating with technical teams for continuous improvement.

- **Multi-Site Management:** Coordinate, implement, and support for over 100 sites and 300 site admins using world-class CRM Salesforce, ensuring seamless design and development.

- **Incident Management and Support Facilitation:** Proactively and reactively address platform issues, inquiries, and employee requests, ensuring timely resolution and maintaining platform stability.

Marketing Automation Consultant
NetApp, Research Triangle Park, NC | 10/18 - 12/19

- **Technical Project Management:** Assisted clients with strategic planning using Eloqua, managing technical projects to enhance marketing automation.
- **Template Development:** Created form, email, and landing page templates for internal stakeholders, ensuring consistency and effectiveness.
- **Collaborative Initiatives:** Worked with Campaign Architects, Web Developers, and Communications Specialists to ensure successful marketing and communication initiatives.

Marketing Consultant
Rising Stream Media, Garner, NC | August 2018 - October 2018

- **Digital Content Management:** Managed corporate web and social media accounts, authored blogs, and created graphics and optimized images using Photoshop.

- **Performance Reporting:** Compiled Raven reports detailing metrics and overall digital performance.

- **Newsletter Automation:** Created and automated newsletters for clients using Salesforce Pardot, enhancing customer 3engagement.

Digital Marketing Consultant
SAS (Contractor), Cary, NC | February 2017 - August 2018

- **Content Development:** Authored, edited, and provided quality assurance for digital forms and web pages on sas.com and support.sas.com.

- **Campaign Support:** Designed campaign and webinar landing pages within Adobe Experience Manager CMS, supporting email and marketing campaigns.

- **Collaborative Content Creation:** Worked with technology partners, user experience designers, and product owners to develop content and collateral for external websites.

- **Proactive Monitoring:** Utilized SiteImprove to ensure website accuracy, current content, and error-free pages.

Web Content Specialist - *Details Available Upon Request*
Duke Energy (Contractor), Raleigh, NC | 6/15 - 11/16

Web Developer - *Details Available Upon Request*
GlaxoSmithKline (Contractor), Research Triangle Park, NC | 6/14 - 12/14

Web Content Manager/Web Services Specialist/Technical Analyst
City of Raleigh, Raleigh, NC | 1/05 - 12/13

TRAINING, EDUCATION, MILITARY & TECHNICAL PROFICIENCIES

Wake Tech Community College | 2015 ~ IT Relationship Mgmt & Business Analysis | 2011 NC State University - Design Webmaster Certificate | 2007 Meredith College - English | 2009 - United States Navy Veteran | 1995