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TIFFANY GASTON

REGIONAL MARKETING MANAGER

Hello,

As a progressive marketing professional, I am confident I would be an asset to your team. Having the power and ability to to change lives and the way people think and feel through art/digital marketing motivate and drive me.

I have an innovative approach to market product through digital marketing. My philosophy is that introducing fresh perspectives and new techniques allow businesses to evolve and grow. My goal is to remain on the cutting-edge of advancements and current state of culture.

For a greater presentation of my background and qualifications, please visit my Portfolio@ tifflla.com.

I appreciate your consideration and would love the opportunity to meet with you.

Best in Sport,

Tiffany Gaston



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TIFFANY GASTON

REGIONAL MARKETING MANAGER

ABOUT ME

Committed marketing professional with diverse experience in Marketing Management, Real Estate office Management, Human Resources, Benefits Administration, Payroll/Accounting, Minor League Baseball, and Camera & Video Production.

SKILLED PRODUCT KNOWLEDGE

Microsoft Office Suite (Outlook, Word, Excel, Access, PowerPoint, Microsoft Outlook)
Adobe (After Effects, Illustrator, Photoshop, InDesign, Portfolio, Premiere Pro, Premiere Rush & Acrobat DC) Copywriter, Final Cut, Canva, ADP Payroll & Human Resources Software, Top Producer Certified, MLS & Brokermetrics, Avaya Integrated Phone Management, Department of Real Estate online & KW EEdge

WORK BACKGROUND

Regional Marketing Manager

NEW AMERICAN FUNDING | Southern California Division June 2014 - July 2022

- Designing and publication of marketing material for Mortgage Lenders and Realtors
- Including conceptual creative eye-catching content marketing such as fliers, postcards, doorhangers, booklets & event marketing banners+
- Designing marketing campaigns for Lenders, Recruiting and Realtors
- Designing online marketing for social media advertising and magazine publication
- Designing and writing content (up to 500 words) for magazine publication
- Designing marketing campaigns for Lenders, Recruiting and Realtors
- Developing the marketing strategies for Lenders
- Designing & Building brand awareness for Lenders and Realtors
- Organizing Lender conferences, trade shows, and events.
- Implemented new Onboarding concierge system for new Loan Professionals that sets our company apart from our competitors. This system is now used company wide and has been influential with Recruiting and retention.

Agent Services Director

KELLER WILLIAMS BEVERLY HILLS | March 2007- December 2013

Administering to 400+ Realtors and Executive Staff while building & supporting office growth with responsibilities in four core areas of Agent Productivity, Market Center Growth Support, Communication, and Operations

Agent Productivity

- Administer sign up meetings with all new hires; create and modify sign up documents and processes as needed; Input and modify new hires into Office Systems; transfer Agent exit and transfer files

- Modify and teach New Agent Orientation Classes; Provide back-up support in delivering education classes
- Provide customer service to agents regarding business, operations, technology, marketing and sales.
- Modify and execute Agent Retention plan including Scheduled Check-in Calls, Birthday, Anniversary and Cap Recognition.
- Monitor and modify New Agent Training program and Mega Agent Training program.
- Assist Team Leader in developing and sending weekly Office Meeting presentation.
- Design and distribute monthly education calendar and bi-weekly newsletter

Market Center Growth Support

- Modify and assemble hiring packages and modification and execute new licensee marketing campaigns
- Manage Calendar & Travel for Team Leader
- Handle hiring calls and limited Team Leader duties in Team Leader's absence

Market Center Growth Support

- Distribute broadcast emails and voicemails to agents regarding office issues
- Maintain full knowledge and troubleshooting ability of office equipment and technology
- Field all vendor inquiries and coordinate special events for the office
- Provide Back Up support to MCA. Provide back up to Call Coordinator as directed
- Serve as liaison to ALC including Growth, Advertising, Education, Social and Technology Committees

Camera Operator | Lake County Indiana August 2004- January 2006

Executive Assistant | SouthShore RailCats Baseball

- Shooting play by play action for SouthShore RailCats Baseball Team during season
- Associate Producer for Inside RailCats Baseball local television show (2004 Season)
- Camera operator on commercials and on-camera interviews
- Process payroll for all employees including players and coach staff
- Prepare baseball player new hire information, resume and applicant screening
- Provide upscale service to visitors, season ticket holders and clients, Corporate Suites on daily basis, gamedays, and appearances

Benefits Manager/Human Resources Management | November 1999-July 2003

iXL Inc. / SBI Holdings Inc. / Scient, Inc. - Manhattan, NY

ACADEMIC BACKGROUND

Georgia State University, Atlanta, GA

CRIMINAL JUSTICE MAJOR

Second City Theatre -Chicago, IL

Fall/Winter 2004 & Spring/Summer 2005

SKILLS AND INTERESTS

Ice Skating, Rollerblading, Basketball, Tennis, Writing, Art-Museum days (Miracle Mile resident) Wildlife/Deer Hunting

CONTACT INFO

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Portfolio: tiffila.com | LinkedIn: @tiffany-gaston | Instagram: @tiffanygastonbh





References

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