

KERI TAWNEY

425.766.3962 | keritawney@outlook.com | Carnation, WA 98014 | keritawney.com

LinkedIn: www.linkedin.com/in/keri-tawney

Seasoned marketing visionary with over 25 years of experience transforming brands and driving extensive growth through innovative strategies. Proven track record in dynamic and fast-paced marketing environments. Adept at leading teams, managing budgets, and orchestrating successful omnichannel campaigns. Consistently achieves substantial revenue increases and secures critical media acclaim. Recognized for expertise in branding, digital and traditional advertising, social media, and events. Exceptional leader with a strong commitment to excellence and a history of guiding teams towards success.

EXPERIENCE

Sales and Marketing Manager | Galahad Life Sciences | October 2023 to Present

- Managing and implementing sales and marketing road map for a life sciences startup.
- Developing omnichannel communications for two brand portfolios.
- Management includes strategic and tactical planning and execution, website launch and optimization, Klaviyo launch and optimization, MarTech integrations, branding, and analytics.

Director of Marketing | DeLille Cellars | December 2015 - October 2023

- Directed all corporate marketing initiatives for a luxury wine and hospitality brand, overseeing eCommerce, advertising, social, PR, and events.
- Managed marketing team and budget, supervising all operations. brand identity, product management, corporate communications and MarTech integrations.
- Led omnichannel campaigns across diverse mediums, driving eCommerce revenue growth to 263% and increasing total corporate revenue growth by 260%.
- Increased membership channel revenue by 168%.
- Event management, including launch of a private events division with 100+ bookings annually.
- Managed public relations, wine critic reviews, and earned media, resulting in international critical acclaim and consistent media coverage averaging a dozen article mentions monthly.
- Orchestrated charitable giving programs supporting 300+ nonprofits annually.
- Supported design, launch, and marketing of DTC hospitality and endeavors, including a tasting room and restaurant with over 100,000 visitors annually.
- Achieved six Wine & Spirits Top 100 wineries of the world designations.
- Won Best in Show in the Wine Business 2023 PACK Design Awards.

Director of Marketing | GRAYL | July 2013 - November 2015

- Led marketing and PR efforts for a startup consumer products company specializing in personal water filtration for adventure and travel.
- Doubled revenue through comprehensive marketing strategies.
- Secured press coverage in local and national media outlets, including TODAY Show, Wired, Men's Journal, and more.
- Managed social platforms and Amazon sales channel.
- Designed corporate communications, reports, and proposals.
- Contributed to GRAYL's recognition as a Geekwire 'Seattle10' top 10 startup.

Director of Marketing | Ultimate Survival Technologies | Feb. 2007 - June 2013

- Managed corporate marketing and branding for an outdoor and government-focused equipment company.

- Achieved 35+% growth for three consecutive years, leading to division acquisition.
- Orchestrated attendance at conferences and tradeshow.
- Oversaw compliance with government regulations and contracts (ITAR, GSA).
- Led corporate renaming and rebranding initiative; designed consumer packaging.
- Managed social media, corporate communications, and digital campaigns.
- Contributed to product development and obtained one patent.

Marketing Manager | Survival Inc. | April 2000 - August 2006

- Directed all marketing initiatives for a line of consumer and government outdoor products.
- Facilitated growth and acquisition by Ultimate Survival Technologies.
- Recognized on the Washington Fast 50 and INC. Magazine Fastest Growing Private Companies

Account Executive | AdCorp | August 1998 - April 2000

- Managed sales, client relationships, and project management for a design/print firm.

FOCUS AREAS

- Marketing Operations
- Branding
- Social Media
- Ecommerce, SEO, SEM
- Email Marketing
- Digital & Print Advertising
- Events
- Graphic Design
- Media/PR
- Budget Management
- Management/Executive Team
- Managerial/Team Building
- Contract Management
- Logistics/Supply Chain

COMPUTER SKILLS

Adobe Creative Suite, ERP system, social media management platforms (HootSuite), Direct email platforms (Klaviyo, Constant Contact, Mail Chimp), WineDirect, TripleSeat, WordPress/Web Content Management, Google Analytics/GA4, MuckRack, Trello, Tock, Toast, Microsoft Office, Copywriting

EDUCATION

Washington State University Honors College, Bachelor of Arts (magna cum laude)
Major in Communications/Advertising, Minor in Marketing

CERTIFICATIONS: UC Davis Wine Executive Certificate Program, WSET Level 2 in Wine with Distinction

OF NOTE

- Former President of the Board: Woodinville Wine Country Association
- Patent: Sparkie Fire Starter
- Brain Cancer Awareness Advocate

PHILOSOPHY

I exhibit servant leadership and elevate people in roles where they flourish. What a company invests in me, I want to give back 100-fold via exponential results. I am motivated by data and team camaraderie. I have a relentless passion for achieving organizational growth. My background in startups and small business makes me uniquely adept at maximum growth with minimum budget.