

Tammy Arthur

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Characteristics:

Goal-Oriented	Loyal	Honest	Dependable	Responsible	Strong Work Ethic
Problem Solver	Multi-Tasker	Detailed	Organized	Creative	Adaptable
Quick Learner	Trustworthy	Accurate	Team Player	Pro Company	Proactive
PC & Mac Proficient	Independent	Positive	Forward Thinker	Deadline Driven	Focused

Employment History:

01/18 - Current Graphic Design:

Marketing & Operations Director / Graphic Designer / Permitting Manager, LeeCorp Homes, Estero, FL

A rebranding of all ads to look more modern, while keeping the established branding. Layout of newspaper ads, magazine ads, display boards, flyers, brochures, establishing consistency on all collateral. Overall cleanup/remake of art pieces and new image library to facilitate quality ads.

Event Planning:

Annual Open House event planning. Establishing theme for advertising (eblasts, social media, newspaper ads, etc.) Arranging vendors, model decor retouches, radio script, prizes and event menu. Coordinating setup of venue, scheduling and tear down. Making reels for facebook at the event during our live broadcast.

Vendor Relations:

Negotiating rates with vendors for our ad placements as well as seeking out additional places to advertise. Creative placement via problem solving via seeking out partnerships with businesses that service our areas to achieve unconventional advertising (park websites & newsletters, maps, movie theaters, park events, etc).

Administrative:

Assistant to: Owner, Accounting and Sales. Tech support relations, key holder. Communication with our home buyers, greeting customers, opening office daily, filing, answering phones, consistent upkeep of our SmartSheet database, etc.

Model Decor:

Assisting the Owner with interior design choices for each of our model homes. Monitor each model to ensure presentation to the public is consistent with our image while insuring collateral is present at all times.

Design Consultant:

Implemented a Design Center to allow our clients a calm focused environment to chose their options. Created an inspiration guide and inspirational videos of actual client homes to help our clients chose their interior colors and finishes.

Social Media:

Creation of several facebook posts a week ranging from reels, photos, education items, testimonials and more. Our reach has extended to several northern states allowing us to capture the attention of a larger customer base.

Eblasts:

Create and send eblasts to our database ranging on different topics, incentives, education via Constant Contact. These are also utilized on social media.

Project Tracking:

Auditing and converting every sales file to ensure an accurate release throughout the company's departments.

Utilizing SmartSheet to track the exact steps needed to place our houses and finish outdoor packages.

Permit Manager:

Permitting all of our home placements, engineered foundations, septic placements, and outdoor package installations with 7 area permitting offices. Proofing of site plans, floor plans, engineering, etc. to successfully permit in the shortest time possible.

Promo Items:

Negotiate and propose promo items for events and closings. Inventory management, invoice reconciliation, vendor relations.

10/15 - 10/17

Graphic Designer / Social Media, iAuto Marketing, Memphis, TN

- Designed pieces for use on monthly website campaigns for 9 dealerships: sliders, ads for facebook, social media needs.
- Weekly newspaper ad designs for dealerships with elements required by auto manufacturers.
- Layout of postcards, direct mail and event flyers for dealerships as needed.
- Worked with key contacts at 9 dealerships (mostly owners) to gather information needed for ads, proofing ads & mailers, negotiate costs and maintain deadlines. Acquiring mailing lists, providing event art, etc.

02/12 - 02/18

Marketing Manager / Graphic Designer / Social Media, VESCI TEAM, Vesci Real Estate, Naples, FL

Followed by Freelance Graphic Designer 02/18 - 09/23 VESCI TEAM of John R. Wood, Naples, FL

Planning & layout for all advertising: In-office advertisements, magazines, eblasts, direct mail, flyers, brochures, etc.

- Layout of all window advertisements and upkeep of outdoor displays & brochures at various locations in Naples.
- Utilizing Matrix (MLS/Matrix) to plan advertising and pull information to use in layouts as well as define EDDM mailing areas.
- Analyzing and implementing area stats information from NAPLES AREA BOARD OF REALTORS to enhance our advertising & updating materials.
- Media: Magazine Ads, Flyers, etc.

- Vendor Contact: Obtaining quotes and knowing the printer's capabilities to achieve best result.
- Office Presence: Ran the lobby on Sundays for walk-ins and prepped for open houses.

08/10 - 12/10 ***Assistant to Sales Director, Destination Resources, Naples, FL***

This was a fill in job while starting my graphic design studio with freelance work.

- Developed client proposals and contracts to assist the Owner in the sales phase.
- Vendor procurement for program schedules as well as keeping up-to-date information on all vendors.
- Assist with events and operating programs as needed.
- Maintain inventory in our warehouse filled with event decor and linens.

01/10 - 05/10 ***Business Operations Manager, Principal Investigators Association, Naples, FL***

This was a startup business of some former co-workers. I agreed to help them during the startup process.

- Managed Audio Conference Division - marketing of monthly audio conferences (speakers and topics).
- Managed a team of four off-site people as the head of the E-mail list Acquisition Team with weekly quotas.
- Monitored all teleconferences as scheduled to ensure start & finish times as well as audio clarity.
- Searched web for pertinent topics and then searched for credible speakers.

02/08 - 01/10 ***Marketing Coordinator / Assistant to Marketing Director, Miromar Development Corporation, Estero, FL***

- Participated in the team's creation of materials for events, newsletters, newspapers, magazines, billboards, eblasts, etc. - for 4 entities.
- Vendor relations/negotiations. Contract reviews with Marketing Director and VP of company for each magazine & billboard contract.
- Provided collateral needs to our four entities: events as well as an extensive marketing collateral list for Sales Center.
- Kept an inventory of all marketing materials, costs, generating reorders and cost analysis.
- Tracked project progress in Microsoft Access, maintained job log (work progress) and work history for the Marketing Department.
- Managed vendor quotes and achieved approvals from CFO.
- Vendor invoice processing through Accounts Payable by providing history, quotes, samples.
- Monthly reconciliation/accounting accruals (4 entities).
- Event planning as needed. Determine marketing needed as well as items we were to provide for event ranging from roses to event staff.
- Facilitate Marketing Director by generating needed materials for all upper management meetings.
- One of the few chosen for filling in at receptionist desk on multi-line phone system when requested. Phones, guest greeting, etc.
- Facilitate Marketing Director by creating and maintaining budgets and reconciliations for cost tracking for all four entities.
- Creation of eblast setup in eCampaignPro for monthly eblasts as well as cost tracking and analyzing results.
- Slide creations for events or announcements used for resident television channels.
- Created stock supply and a system for quickly fulfilling marketing sample pack for Owner to present to contacts.
- Proofing all marketing generated by our department.
- Participated in meetings with staff members as well as vendors.
- Assisted with interviews for staff in Marketing Department.
- Attended events representing the Marketing Department such as CBIA, LBIA, Pinnacle, Sand Dollar, etc.
- Contributed to the writing and presentations submitted for annual builder awards.
- Pulled and cleaned resident list for quarterly mailing of newsletter.

08/02 - 02/08 ***Traffic Control/Graphic Designer/ Production/Fulfillment/Online Content Manager, Eli Research, Naples, FL***

- Set deadlines with editors all over the world to achieve timely printing of over 150 newsletters each month.
- Marketing for newsletters, products, live audio, teleconference, and book divisions such as flyers and ads.
- Layout of newsletters (8-16 pages)/teleconference flyers, product flyers/ads for newsletters, and retention (renewal) letters.
- Worked with the Accounting Department on reconciliation, accruals, budgeting, forecasting, analyzing costs.
- Created analysis on sales, costs, etc. for Owner as requested. Our Owner frequently asked me specifically for my analysis.
- Assured newsletter layout by our writers were press ready and corrected any issues to avoid printer design correction costs.
- Analyzed customer data pulls and determined order quantity along with monitoring printing/mailing costs.
- Tracked each marketing effort's success along with telemarketing use of newsletters in their programs.
- Worked to ensure our product fulfillment was flowing and utilized my customer service skills to solve shortages as well as customer contact.
- Implemented several cost saving ideas such as; printing interior of newsletters in gray scale and only cover in 4 color. Saved thousands!!
- Streamlined the printer billing estimates by creating a job order in excel to accurately predict all costs to allow accounting to forecast costs quarterly by creating purchase orders in our system and verifying I met my budget.
- Processed invoices from vendors. I was required to approve all invoices. Any errors found were resolved with vendor prior to submitting to accounting, eliminating the need for the accounting department to take the time to investigate.
- Managed one on-site employee, three off-site employees who were responsible for on-line subscription copy uploads as well as two employees in India.

- Toured vendor facilities that wanted our business and gave recommendations. Tours allowed me to streamline my processes to improve the fulfillment of our product or change our processes to match the vendor's capabilities and workflow.
- Assisted teleconference department to monitor teleconferences in progress as needed, eventually becoming part of the program planning.
- Assisted and provided information for our Sales Manager to allow our call center to have accurate picture of newsletter delivery and product availability.

PRIOR EMPLOYMENT in Iowa consisted of:

- Customer Service - GLS - (Fiberglass and resin orders for Iowa and Nebraska, logistics, customer service, invoicing, shipping docs, etc.)
- Newspaper Composition Artist - Ida County Courier - (Ad creation, layout of weekly newspapers & editorial, shooting negatives, etc.)
- Manager - King Movie Theater (Large window advertising, newspaper ads, running camera, concessions, rentals, cleaning, supervising employees, etc.)
- Silk Screen Ink (Art department - design of multicolor art for garments, banners, hats, etc.)
- Newspaper Composition Artist - Shopper News Network) - 8 weekly Shoppers - (Ad creation, pagination, photography, layout of 8 weekly newspapers, shooting negatives, etc.)

Testimonials

I can't tell you how happy I am that we connected. You are an asset to SWFL Naturally. Thank you for all of your efforts.
~Lynda

Ta da! Love it! Looks awesome - such a professional touch you have! ~Mari

This is why I like working with you, totally on the same page whether we talk every day or not! ~Lynda

I love it... I think John will too. You sure can make us look good!!! ~Mary
Looks great! Thanks for all of your hard work.
~John

OMG! I LOVE IT! You are one of the most talented people I know...this looks terrific!!! ~Mary Johnson

I think that you are amazing. I appreciate everything you do! ~Kristen

You are the best. Thank you for your dedication. I don't know what we'd do without you. ~Markie

I'll tell you this much - you are seen as irreplaceable and key to our success.
~ Kristen

Tammy is a whirlwind of efficient back end detail process management blended with the surprising bonus of design skill. She can create functional media flow systems and both execute the flow and document and train others to expand the scope. Very talented, very detail oriented, but able to look at the big picture with flexibility and fix the odd unexpected things that come up in any set process.
~Mike Campbell, Eli Research

Tammy pays meticulous attention to detail, and she keep track of every project without missing a beat. I have always been amazed with the amount of work that she has on her plate, but I always felt that my projects were the most important to her.
~Christopher Owens, Eli Research

During my tenure at Eli, Tammy was the oil that kept the editorial and marketing machines on deadline - and that was a tough task! With over 150 separate publications and countless direct mail efforts being coordinated each month, Tammy held a very firm yet friendly grip on the process and the staff were appreciative of her graphic contributions to their projects. If you need a fulfillment manager that will get your pubs out on time, has a creative flair and a pleasant personality...Tammy is the woman for the job!
~Debi Melillo, Eli Research

I had the pleasure of working with Tammy for numerous years. She was results and deadline driven. She was always positive and eager to tackle any project put before her. She successfully communicated with staff in multiple offices and on several continents. If there was anything that needs to be done, you can absolutely give it to Tammy with confidence that it will get done on time and correctly right out of the gate.
~Sam Saldukas, The Coding Leader

Education:

Odebolt-Arthur School System, Odebolt, IA • Western Iowa Tech College, Sioux City, IA - Computer Science & Accounting
AXIA University of Phoenix - Associates in Accounting

Software:

Adobe Creative Cloud (InDesign / Illustrator / Photoshop)
Microsoft Office Suite (High Proficiency in Excel)
QuickBooks • MLS/Matrix • ACT! • SmartSheet
Constant Contact • Quark • SharePoint

I have a very tenacious will to learn while growing as a designer and marketing professional. I frequently take courses on-line to learn from my peers and grow my knowledge base. I am most proficient in Excel, InDesign, Illustrator and Photoshop with goals to learn web design and video editing.

As a Freelance Graphic Artist



I've been in Marketing/Publishing since 1990. From pre-computer creating (wax paste-up & layout) through to today's usage of the Adobe Creative Cloud. I have a thorough understanding of pre-press needs for a successful print job. Although, digital media is a growing force, my love of design has developed through print media. I've had my own studio since 2010, while working full-time as a Marketing & Operations Director for LeeCorp Homes since 2018.

My accounting degree and general love of math helps me in all aspects of freelance and employment. Generating graphs, producing functioning excel spreadsheets, tables, etc., often play an important role in design. My areas of interest are typography, branding as well as color usage.



Portfolio of design highlights can be found at: www.behance.net/HDSasTammyArthur
My LinkedIn: <https://www.linkedin.com/in/tammy-arthur-79450923/>



Sampling of My Client List:

- The Coding Leader - Newsletter Layout
- FitLife Of Naples - Branding, Flyers, Newsletters, Bookkeeping
- Dawn of Designs, Boca Raton - Various Projects
- For the Love of Cats - Calendars and Eblasts
- Crunch Fitness, Corporate Office - Manuals & Education
- SWFL Naturally - Directory Layout and Ad Creation
- Solaris Rehab - Rebranding, Flyers, Newsletters
- Maurice Bassett Publications - Book Covers, Copy Layout
- Commons Club Fitness & Spa - Rebranding, Flyers, Newsletters
- Timberwolf Organic Dog Food Products - Product Labels
- Tim Sykes, Anchor Real Estate - Magazine Ad Layout
- VESCI REAL ESTATE TEAM - Flyers, Magazine Ads, Postcards, Eblasts
- Tim's Kids Foundation - Board Member & Artist
- Imagikins - Children's Books - Layout
- Destination Resources - Event Planning, Flyers, Signage
- Baha Mar Resort - Booklets, Postcards
- OneSource Printing - Manatee County Financial Report Layout
- Joe Valdez - Mohegan Sun - Pitch Decks, Postcards

References

Adrian Larson
904-294-8267
(Client for 13 Years)
VP of Training & Development
Crunch Fitness - Corporate

Lynda Mastronardo
239-541-1735
(Client for 4 Years)
Owner, SWFL Naturally

Mark Ruffalo
941-350-7088
(Client for 11 years)
OneSource Printing

Mary Johnson
239-272-1146
(Client for 14 Years)
Owner, FitLife of Naples

Renee Bechler
239-314-9462
Former Art Director
Miromar Development

Kim Darrow
239-332-8600
Former Owner, Palm Printing

Sheryl Ferrie
239-248-4650
Owner, Destination Resources

Pamela Smith
928-925-8415
Client
Owner, Imagikins

Samantha Saldukas
239-293-2940
Former Supervisor at
Eli Research & President of
The Coding Leader

Recommendation Letters

March 7, 2025

Re: Tammy Arthur

I began working with Tammy in August of 2023 part time to help with overflowing data & project tracking which quickly grew into an assistant position.

Tammy possesses a high level of business acumen and leadership skills in our fast-paced company. She is a detail-oriented person with tenacity and a high level of organization. She excels in streamlining our processes to maximize efficiency. Our project software system (SmartSheet) is ever evolving to serve the needs of LeeCorp Homes and LCH Enterprises, which Tammy oversees with ease. The system continues to grow to support both Sales and Construction as well as Permitting. Tammy has implemented several safety nets and a proactive approach to each home placement by ensuring that all avenues are considered before taking decisive action. She promotes collaboration which allows each member of the team to take pride in our finished product.

Tammy also serves as marketing director. A keen eye for what sells has led to increased audience participation, a larger market reach and a professional approach to all branding. Our public image is effective and consistent in all aspects from marketing materials to the appearance of our on-site models. Tammy utilizes high level communication skills when planning events such as our open house and negotiating with vendors. Since we are two companies, there are a lot of moving parts, for which Tammy is a large part of managing all elements such as 2 home manufacturers, 7 permitting offices, 3 different surveyors, several vendors and subcontractors as well as Superintendents.

Her ability to track and create procedures for data is quite an asset to the company. Keeping our jobs on track and moving involves seeing delays before they happen and alerting the proper personnel. Each home placement requires a multi-faceted approach backed by schedules and data, which is where her deadline driven work ethic was most appreciated.

Our ability to capture change order dollars in a timely manner has not only established procedures we have in place now, but as a result, facilitated a cleaner closing for our sales staff as well as the homeowners.

I would highly recommend Tammy for any position that requires creativity, a high level of organization, procedure development, data tracking, and a customer-oriented attitude. She has a much-appreciated ability to adapt and manage different aspects of any company effort. Tammy applies a well thought out approach to tasks, while juggling the many personalities we find in a 3-office workplace. Her dedication is top notch and is the first name that comes to mind when I think of a leader.

Feel free to call with any questions.

Sincerely,

Patti Susala

Assistant to Operations & Marketing Director



FLORIDA'S #1 MANUFACTURED HOUSING RETAILER

20251 S. Tamiami Trail

Estero, FL 33928

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816-916-2331

To Whom It May Concern:

If you are reading this in consideration of hiring Tammy Arthur for any position within your company, then you can discontinue your search. I am extremely particular and only hire the best of the best and I must say she is "exactly" that. I assure you Tammy will be the employee you are searching for no matter what the position entails!

I have worked with all kinds of different personalities, talents, and skills, but I have never had the pleasure of working with someone as well-rounded as Tammy Arthur at Miromar Development Corp. She is the "complete package". Her title was Marketing Coordinator, but that doesn't even begin to cover all the responsibilities her job entailed. Working in our in-house advertising agency for Miromar Development Corp. was an extremely fast-paced, quality and deadline driven environment that could change at a moment's notice and only the best of the best would be able to survive and even thrive as she did. I, as well as our entire team, counted on her in so many areas, that we wished we could have cloned her because there were just not enough hours in the day. She was the best "hub" of the "A Team" in my entire marketing career to date.

She learned the entire Access Database Marketing Production Job System basically on her own by asking a few questions and following a "second-hand" manual. Not only did she master this system, she improved it, and built upon it adding more reports and better ways to improve the quality and efficiencies of the department.

Her production and printing knowledge and thirst for always learning more was invaluable in this position, helping the art department to keep the enormous amount of jobs flowing throughout the department from job jacket requests, to request for quotes, obtaining three bids, analyzing for accuracy against each other, fully understanding the quotes, re-negotiating with vendors (who she developed very trust-based relationships with) and developing a one-page summary before presenting to the Art Director and myself for decision making. This is a very specific and hard to find talent which is just one minor example of her attention to detail and follow through with every task she undertakes.

After not having much time to spend with Tammy in the beginning, I watched her start out with a data entry, accounting, and job-flowing mindset. After a short time, I took her aside and finally took the time to explain to her how important her position was, gave her an overall business picture, and examples of how she could really benefit the department with more forward thinking. From that day forward, she "ran" the department! She was always on top of her game keeping everyone in line including me. I was in continuous meetings and I could count on her for absolutely everything even in the middle of the night which was not in her job description, but unbelievably appreciated and an outstanding work ethic rarely seen anymore.

She went from data entry of budgets, to learning why I budgeted and how and doing them on her own for my review, was always one step ahead of me, kept media contracts moving which was no easy task seeing there were hundreds that started and ended at different times during the year and they were always re-evaluated and re-negotiated and her persistency got answers from the company and the vendors were forever thankful.

The marketing department was responsible for marketing of Miromar Development Corp., Miromar Lakes Beach & Golf Club (including Resident, Amenity, Social, Bridal Venue, Catering, Concierge, Rentals, Resales, etc.) Miromar Design Center (including leasing and atrium rental and event coordination) and Miromar Outlets. She kept everything moving through only one marketing manager for Miromar Outlets and one for the Design Center, the rest was left up to both of us with her learning to read my mind most of the time.

All of this, while balancing accounts payable, and inventory of all collateral. She made my job more manageable as I could trust her to assist me with anything I was working on as well as her duties.

Tammy has an amazing ability to plan event preparation as well as her other duties. We had several events for the public and the residents, which she prepared for with ease due to her pre-planning abilities.

She was the "hub" and always had the answer. Her work ethic is extraordinary and she always met deadlines while helping the entire department stay on deadline. Tammy had her finger on the pulse of all of our work at all times and had a knack for seeing problems beforehand and having a solution to make the workflow continue.

When Tammy left the company, when I awoke from denial, her absence was definitely felt and her skills were missed immediately. I would highly recommend Tammy for any position that demands a person that is organized, deadline driven, dependable, and a joy to work with. She knows something about absolutely everything and has computer skills with all programs that are unheard of. I still miss her every day!

Sincerely,
Connie J. Hill
239-823-9611
Former Director of Marketing, Miromar Development Corp.

To Whom It May Concern

I had the pleasure of working with Tammy Arthur while she was employed at Miromar Development. Tammy was my "go to" daily link to the Marketing Director to manage the various advertising promotions we had contracted for several of their projects.

I enjoyed working with Tammy because she was diligent in her follow up communications and consistently met deadlines as it regarded materials submissions. Tammy also managed invoicing and maintained timely payments of all invoices. She worked well with me in advanced anticipation of contract renewals and was professional in all aspects of our working relationship.

I highly recommend Tammy to any employer in need of a well organized team player with articulate written and spoken communication skills to manage multi tasks for their company. She was a pleasure to work with for Miromar's various advertising programs.

Sheryl Cook
Ritz-Carlton Magazine
(404)388-1930
cooks@bellsouth.net





Carter-Pritchett Advertising
INCORPORATED
An Outdoor Advertising Company

P.O. Box 3648, North Fort Myers, FL 33918

phone (239) 543-1110 fax (239) 543-1765

To whom it may concern;

I had the pleasure of working with Tammy Arthur in her marketing role with Miromar Development. Tammy was always very professional, prompt and most importantly thorough in the projects that we worked on together. A number of the projects that we worked on together were of a time sensitive nature and Tammy made it very easy to complete the tasks.

I would recommend Tammy for any job that encompasses customer service or vendor relationships. Tammy's attention to details, time management skills and overall project management's skills would be an asset to any company.

Sincerely,

Jhanna Tucker
Carter Outdoor Advertising



To Whom It May Concern:

Tammy Arthur joined Eli Research in the fall of 2002. At that time, the position was still new as was the addition of The Coding Institute. Within in a couple of months, Tammy had made it into a well-oiled machine combining two company's publication production without a hitch. She was responsible for production, tracking costs, editorial deadlines, vendor relations, and aiding the Accounting Department with month end procedures. Tammy's ability to provide a thorough analysis when ever called upon was one of her strengths. She took it upon herself to learn everything she could about the company.

It should be noted that Eli Research was at 40 publications a month when Tammy started and by the time she left the company Eli was producing well over 150 issues a month. Along with production, scheduling, and graphic work, Tammy was also responsible for overseeing the Online Subscription System and coordinated the upload of our issues in a timely manner.

Tammy's cost saving ideas were always plentiful and she was indeed an asset to the company. Never shying away from a challenge, she always provided support and worked with a high level of dedication.

When Eli implemented our new inventory/data system, Tammy learned her portion effortlessly and became an integral part of keeping customer orders flowing and handling any problems that arose along the way.

Before leaving the company, Tammy had transferred to the Teleconference Department while continuing to oversee the production department. While in the Teleconference Department, her skills in our new database system were an asset. Things were quickly running smoothly and a more accurate tracking of workflow began.

Tammy is definitely a find and I would highly recommend her to any employer that seeks an organized, dependable, self-taught, hard working, smart, deadline driven, mathematical, and responsible employee. Eli Research grew quickly in the time Tammy was there and she kept everything on the tracks and was always there to help out if other departments needed her help. She was truly an asset and Eli was proud to have her on staff.

Sincerely,
Greg E. Lindberg
CEO of Eli Research