

 amanda.tavackoli@gmail.com

 972.762.2482

 Dallas, TX

 linkedin.com/in/atavackoli

SKILLS

Strategic Marketing
Communication
Brand Strategy
Experience Management
Team Leadership
Public Speaking
Media Relations
Graphic Design
Event Planning
Budget Development
Videography & Script Writing
Project Management
Vendor & Agency Management

EDUCATION

Georgia College & State University
B.A. in Mass Communication,
Public Relations
Milledgeville, GA

PROFILE

As a highly motivated marketing and communication leader, I have a passion for branding and customer experience management. Throughout my career, I have developed integrated marketing, communication, branding, advertising and public relations campaigns. I pride myself on my resourcefulness, my ability to improve and innovate, and my leadership skills.

PROFESSIONAL EXPERIENCE

TBK BANK, SSB | Dallas, TX


SVP, Marketing & Communication	01/2018 – present
VP, Marketing & Communication	10/2014 – 01/2018
Manager, Corporate Communication	06/2012 – 10/2014

Lead all marketing and communication activities for TBK Bank, SSB, a \$4.5 billion community bank with 61 branches in six states. Concurrently oversee marketing and communication activities for the bank's holding company, Triumph Bancorp, Inc. (Nasdaq: TBK) and subsidiaries including Triumph Commercial Finance, Triumph Insurance Group and Triumph Business Capital.

- Responsible for the development, implementation and oversight of marketing campaigns, including print and digital advertising, visual merchandising, website, email, social, direct mail, sales promotions, events, and SEO tactics
- Partner with strategic planning and project management, developing the marketing and communication strategies for new and existing products
- Direct public relations efforts, acting as the primary liaison with the media
- Develop marketing processes, procedures and policies, partnering with the bank's risk management team to ensure alignment with compliance standards
- Recruit and select marketing team members, guiding day-to-day activities of 14-person team located in three states
- Member of senior leadership team, responsible for contributing to the development of the corporate strategic plan
- Member of Customer Experience, IT Steering, Compliance, Culture, and Philanthropy committees
- *Key accomplishments*
 - Successfully led the deployment of the bank's customer relationship management system (Salesforce) and marketing automation programs (Pardot and Marketing Cloud)
 - Orchestrated marketing and communication activities for the acquisition of seven banks over a six-year period
 - Executed multiple rebranding and brand repositioning campaigns

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TECHNICAL

Adobe & Mac

Microsoft Office

Adobe Creative Suite

Salesforce

Marketing Cloud

Pardot

iMovie

WordPress

Digital Photography

ACHIEVEMENTS

40 UNDER 40

DMNews.com
September 2018

ADVISORY BOARD MEMBER

SMU Digital Accelerator™

COMPETENT COMMUNICATOR and ADVANCED LEADER BRONZE

Toastmasters International

PROFESSIONAL EXPERIENCE *continued*

PENSON WORLDWIDE, INC. | Dallas, TX

Manager, Corporate Communication
Marketing Specialist

06/2006 – 06/2012

02/2004 – 06/2006

Led all marketing and communication activities for Penson Worldwide, Inc., a provider of brokerage, clearing and clearing-related operational and technology services through its subsidiaries Penson Financial Services, Penson Financial Services Canada, Penson Financial Futures, and Nexa Technologies.

- Created and executed the company's communication and marketing plans, including development of brochures, leave behinds, advertisements, emails, websites, presentations, annual reports and newsletters
- Planned and implemented all advertising efforts
- Responsible for the production of employee and customer communication
- Actively managed relationships with the company's external public relations and investor relations agencies, as well as various print vendors, web design agencies and freelance marketing professionals
- Conducted the company's participation at more than 20 industry events annually, including sponsorships and trade shows
- Member of Policy, Conversion Communication, Employee Involvement and Global Charity committees

GALLOPADE INTERNATIONAL, INC. | Peachtree City, GA

Publicity & Advertising Specialist
Public Relations Intern

07/2002 – 12/2003

05/2002 – 07/2002

Responsible for the development of publicity and advertising campaigns for Gallopade International, an award-winning publisher of more than 15,000 education products.

- Developed and executed the company's advertising efforts
- Designed product promotions and contests in support of sales initiatives
- Arranged speaking engagements for executives and authors
- Produced exhibits and presentations for national trade shows

GALLUP CLIFTONSTRENGTHS TOP FIVE

Arranger, Responsibility, Positivity, Relator and Connectedness