

UNIQUE STRENGTHS

- **Balanced:** Remains level-headed when faced with adversity and thrives in fast-paced environments.
- **Driven:** Self-confident and determined to produce quality work that consistently exceeds expectations.
- **Innovative:** Enjoys novelty, creativity, and generating original ideas and then applying them in strategic ways.
- **Analytical:** Detail-oriented and proficient at solving complex problems; familiarizes with new work tasks quickly.
- **Emotionally Intelligent:** Manages relationships extremely well and has impeccable interpersonal communication skills.

PROFESSIONAL EXPERIENCE

Super Coffee — Los Angeles, CA

2021 – 2022

Senior Director, Digital Marketing & Ecommerce

- Refined and actively managed a team of 10 reports spanning across e-retail, paid media, content, customer experience, web development, and CRM.
- Improved ecommerce gross margin by 12% in 2022 by implementing a new DTC subscription model and price pack architecture across 50 SKUs.
- Pioneered an action plan focused on retention that raised CLTV (+5% vs. PY) and improved new customer repeat purchases by 14%.
- Managed a \$5M annual marketing budget while consistently exceeding quarterly business and department OKRs.

Director of Growth

- Directed full-funnel customer acquisition strategies, monthly forecasts and reporting for the Shopify and Amazon businesses.
- Enhanced UX across all sales landing pages through ongoing CRO experiments and A/B testing which increased CVR and reduced CPA by 37%.
- Increased Shopify revenue 45% YOY by diversifying paid media channels and implementing sustainable digital growth strategies.

Glanbia Performance Nutrition — Los Angeles, CA

2017 – 2020

Digital Marketing Manager

- Managed a \$3M annual budget across social media, influencers, search, email marketing, and affiliate with full accountability for ROI performance.
- Led an effective Facebook advertising campaign in Q1 2020 that exceeded KPI targets and generated a 12% sales lift among 641 retail stores.
- Accelerated revenue on Amazon.com by 36% in H1 2020 by supervising agency partners, advertising programs, and promotion strategy.

Brand Marketing Manager

- Programmed the go-to-market launch of new product lines and seasonal offers during a period of 112% growth in 18 months.
- Implemented consumer research and market trends into actionable insights for communication guidelines and content creation used on all channels.
- Operated with cross-functional teams and external partners to develop and oversee the execution of all marketing campaign strategies.

Custom Ink— Chicago, IL

2015 – 2017

Marketing Manager

- Increased lead generation by 150% in 2016 by identifying and enacting integrated multichannel marketing programs.
- Constructed marketing plans that deployed \$5M in client budgets and increased profit margin by 17% due to tactical cost-saving executions.
- Upgraded SEO by restructuring the company blog and evolving the brand website, which increased organic traffic by 53% and improved CVR.

Red Frog Events — Chicago, IL

2012 – 2015

Brand Marketing Manager, Warrior Dash

- Oversaw the social media strategy and content for the brand, which totaled 2.3M followers across all social channels.
- Accompanied the Marketing Director in managing a \$5M budget while leading strategic decisions on all cost-effective digital marketing campaigns.
- Developed Group Packaging in 2015, which accumulated \$500K incremental revenue and 7.2K new members within four months of launching.

Digital Communications Specialist, Warrior Dash

- Accountable for driving down the average CPM on paid social by 41% within the first six months of onboarding and leading a new advertising agency.
- Analyzed past data to create email segmentations, refresh templates, and update the customer journey, which increased open rates by 35%.
- Spearheaded CRM strategy, creative direction, and deployment of all email campaigns with a database of 2M participants.

EDUCATION

University of Minnesota — Minneapolis, MN

2008 – 2012

- Bachelor of Arts, Communication Studies

ADDITIONAL SKILLS, INTERESTS & AWARDS

- Shopify, Amazon, Google Analytics, Social Media Marketing, Content Strategy, Data Analysis, MS Office, CRM, Email and SMS Marketing, PL Budget Management, Branding, SEO, Mentorship, Creative Problem Solving, Business Planning, Collaboration, Public Speaking, and Customer Service.
- Interested in professional development, podcasts, entrepreneurship, photography, philanthropy, fitness, neuroscience, cooking, and international travel.
- 2012 Medtronic Twin Cities Marathon Finisher

PROFESSIONAL REFERENCE 1:

"Tanner is a savvy leader with the critical-yet-rare ability to communicate not only clearly, but kindly. He brings out the best work in his agency partners through positive energy, clear direction, and passion for innovation. Tanner has executive-level vision. While he has a deep understanding of the nuts and bolts of digital marketing, his expertise goes beyond optimizing CTRs and building audience segments. He retains big-picture focus on core business objectives to drive a results-focused digital marketing strategy with measurable sales impact. Collaborating with Tanner is an absolute pleasure, and he would be an asset to any team looking to take its marketing function to the next level."

Sara Dunaj, Director of Brand Engagement at High Wide & Handsome Agency

Sara was an external partner when working with Tanner at think!

PROFESSIONAL REFERENCE 2:

"Tanner is a highly organized, results-driven and thoughtful marketing professional. Our entire team very much enjoyed working with him to drive public relations activities for Pear. His management of the program and strategic insight helped us align the program to Pear's business goals and push across more than 20 published articles over the course of our relationship, including placements in Forbes and AdWeek. It would be a pleasure to work with Tanner again in the future."

Erin R. Jordan, Account Director at Walker Sands Communications

Erin was an external partner working with Tanner at Custom Ink (Pear)

PROFESSIONAL REFERENCE 3:

"I had the pleasure of working with Tanner Flitter at Red Frog Events. He was on my team as the Warrior Dash Brand Marketing Manager, specializing in digital communication. I can say, without question, Tanner is one of the most dedicated, hard-working, thoughtful employees with whom I've ever had the chance to work with. He made the entire team stronger, more organized and efficient, and more fun. Any company would be grateful for the energy, accountability, and hard work Tanner will bring to the team."

Stephanie Loring, Digital and Brand Marketing Director

Stephanie managed Tanner at Red Frog Events

PROFESSIONAL REFERENCE 4:

"I had the pleasure of having Tanner as my manager during my internship at Red Frog Events and can say from first hand experience that Tanner possesses exceptional leadership skills as well as strong work ethics. He continually pushes himself and others for top-notch results. Tanner is tremendously skilled in Digital Marketing and has brought forward innovative and creative ideas that engages and enhances customer experience. Tanner's passion, drive for results, and positive attitude makes working with him so enjoyable!"

Maria Corral, Events Coordinator

Maria reported directly to Tanner at Red Frog Events