

# TAMARA SHEPHARD

OPERATIONS - ENGAGEMENT - PROJECT MANAGEMENT

Full name	Tamara Michelle Shephard	Current City	Minneapolis, MN
Email	tamarashephard@gmail.com	Relocating	NYC, NY
Phone	(208) 220-9811	Timeline	After Hiring - ASAP

## WORK EXPERIENCE

10/2018 - **Surface Mount Technology Association (MN)**

PRESENT Membership Engagement Manager

Revitalized non-profit brand marketing strategy.  
Managed grant & scholarship funding and awards procedures.  
Increased membership rate of Students & Young Professionals by 15%.  
Created engaging benefits and outreach campaigns.  
Implemented social media strategy across all platforms, managed active accounts, created graphics, and edited written & video content.  
Developed events and educational courses both in-person and virtually.  
Headed 4 committees that utilized 200 volunteers.  
Integrated HQ to "Your Membership" from custom cold-fusion CRM.  
Learned HTML to head the web design of new site.

02/2017 - **Blue Balloon Parties (NYC)**

10/2018 Special Events Manager

Developed a system for approaching low-income families and families with terminally ill children and offering reduced rate/free party services.

09/2014 - **Hello Alfred (NYC)**

11/2017 Client Manager

Project management, training, user experience, relationship management

06/2013 - **citizenM Hotels(NYC)**

12/2014 Special Events Associate

Client consultation, marketing, planning, problem solving, time management

07/2011 - **Crosstown Apartments (NYC)**

06/2013 Administrative Assistant

Client relations, scheduling, call management, accounting, operations

## EDUCATION

09/2007 - **Idaho State University**

05/2011 Bachelors Degree - Dean's List - 3.7 GPA

**Major:** Theater & Fine Arts **Minor:** Human Psychology

**Original Field of Study:** Organic Chemistry

## SKILLS

- Microsoft Suite
- Member Outreach
- Basic HTML
- Google Office
- Event Planning
- Research
- Social Media Management
- Grant & Scholarship Management
- Project Development
- Virtual/Remote Work
- Program Creation
- Volunteer Management
- Strong Communication
- Planning and Organization
- Customer Service
- Empathetic & Emotionally Intelligent