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| TAMMY HAWK  Contact   |  |  | | --- | --- | |  | 312-208-9250 |  |  |  | | --- | --- | |  | tammyfhawk@gmail.com |  |  |  | | --- | --- | |  | Atlanta, GA |   Career summary  Highly experienced and creative communications executive offering 25+ years of experience leading key growth initiatives with a passion for non-profits and the community. Known as an expert in delivering innovative, reliable, cost-saving solutions and strategies that streamline communication and drive business growth in a fast-paced environment. Driven, adaptable, and hands-on with a proven progressive career reflecting strong management skills that build and lead motivated teams. Praised for creativity, work ethic, problem-solving, communication skills, and delivering results.  Skills   |  |  | | --- | --- | |  | * Business Development * Marketing/Communications Strategy * Project Management * Thought Leadership * Writing/Editing * Media Relations/Spokesperson * Budget Management/Cost Negotiation * Event Planning * Talent Negotiations/Management |   Website  **TammyHawk.com**  Education **BACHELOR OF SCIENCE, Journalism** Ohio University  References  **Available upon request** | Experience   |  |  | | --- | --- | |  | **Communications Consultant,** 2023 - PresentTammy F. Hawk Communications, Atlanta, GA  **Vice President, Marketing & Communications,** 2019 - 2022  Atlanta Symphony Orchestra (ASO), Atlanta, GA   * Responsible for the strategy, planning, and execution of the ASO’s marketing and communications to build and elevate brand identity and drive earned and contributed revenue. * Oversaw all media relations, digital publishing, crisis communications, content creation, and reputation management; ensuring all content reflected the standards of the organization. * Led ASO efforts to increase attendance by core subscribers and single ticket buyers; continually evaluating market patterns and trends to build bridges with new audiences. * Delivered eight consecutive years of a budget surplus, following an inherited decade of budget deficits. * Developed strong relationships with local, national, and international media, as well as ASO donors, community leaders, educators, arts partners, board members, and ASO musicians. * Successfully announced the ASO's fifth Music Director, Nathalie Stutzmann, with coverage in The New York Times, The Philadelphia Inquirer, The Atlanta Journal-Constitution, The Washington Post, Bloomberg, BBC Music Magazine, and The Today Show. * Shifted from in-person concerts to a digital series when live concerts were not possible, resulting in continued patron engagement, increased donations, and a Southeast Emmy Award nomination for a one-hour documentary, the ASO Plays On. |  |  |  | | --- | --- | |  | **SR. DIRECTOR OF MARKETING COMMUNICATIONS,** 2015 – 2019  Atlanta Symphony Orchestra, Atlanta, GA   * Hired 4 new employees and led a team of 8 to drive organizational goals, while implementing new procedures to engage new audiences, and streamline marketing and communications. * Shifted the marketing mix, reduced per-concert marketing expenses by 40%, and exceeded sales goal by more than $200K. * Garnered unprecedented media coverage in Atlanta and top-tier national outlets including The New York Times, NBC Nightly News, and The Washington Post. * Created Concert for Young People partnership with Georgia Public Broadcasting which reached more than 100K+ students. * Helped ASO bassist Jane Little secure global attention for her Guinness World Record for the longest-tenured orchestra musician. |  |  |  | | --- | --- | |  | **COMMUNICATIONS CONSULTANT,** 2013 – 2014  Tammy Hawk Communications, Atlanta, GA |  |  |  | | --- | --- | |  | **VICE PRESIDENT, SENIOR VICE PRESIDENT, AND EXECUTIVE VICE PRESIDENT,** 2003 – 2013  Weber Shandwick, Chicago, IL   * Developed and managed $4M in business for two of the agency's largest clients, Motorola Mobility and Unilever. * Supervised digital and consumer teams of 20+ responsible for digital content, media, media relations, and event planning. * Prepared and presented proposals, successfully winning $3M in new business with Guardsman and Groupon. * Introduced Motorola Mobility into the health and fitness category with the launch of MOTOACTV, generating 200M+ impressions within the first two months. * Worked in partnership with advertising, digital and media buying teams to create breakthrough initiatives to help clients tell their stories – to celebrate $5 DiGiorno Pizza for Super Bowl XLV, invited fans in Green Bay and Pittsburgh to break the “High Five” Guinness World Record; invited America to sing for their sandwich with the help of Matthew Morrison to announce Oscar Mayer's Carving Board line with more than 15,000 people attending The Grove, LA event; invited NY media to kick-off the summer with a ride in the Oscar Mayer Wienermobile with Modern Family's Ty Burrell. * Garnered national exposure for Allstate with the Safest Driving City in America on GMA with 4M viewers. |  |  |  | | --- | --- | |  | **VICE PRESIDENT OF MARKETING AND SALES (GLOBAL)**  Morton's The Steakhouse, Chicago, IL |  |  |  | | --- | --- | |  | **SENIOR ACCOUNT SUPERVISOR**  Hill+Knowlton Strategies, Chicago, IL |  |  |  | | --- | --- | |  | **ACCOUNT SUPERVISOR**  Golin, Chicago, IL | |

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