|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| TAMMY HAWKContact

|  |  |
| --- | --- |
|  | 312-208-9250  |

|  |  |
| --- | --- |
|  |  tammyfhawk@gmail.com |

|  |  |
| --- | --- |
|  | Atlanta, GA  |

Career summaryHighly 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 UniversityReferences**Available upon request** | Experience

|  |  |
| --- | --- |
|   | **Communications Consultant,** 2023 - PresentTammy F. Hawk Communications, Atlanta, GA **Vice President, Marketing & Communications,** 2019 - 2022Atlanta 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 – 2019Atlanta 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 – 2014Tammy Hawk Communications, Atlanta, GA |

|  |  |
| --- | --- |
|   | **VICE PRESIDENT, SENIOR VICE PRESIDENT, AND EXECUTIVE VICE PRESIDENT,** 2003 – 2013Weber 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 |

 |

.