

# TATIANA ILNICKI

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## SKILLS

- Strategic Planning
- Digital Ad Management
- Product GTM
- Influencer Marketing
- KPI Tracking
- E-Commerce Strategy
- Vendor Relations
- Budget Oversight
- Direct Email Campaigns

## PROGRAMS

- Klaviyo
- Shopify+
- Airtable
- Facebook Creator Studio
- Meta Ads Manager
- Google Manager
- Miro
- Monday
- Salesforce
- Hubspot
- Google Suite
- Microsoft Suite

## EDUCATION

**Arizona State University**  
Tempe, AZ. 06/2014  
**Bachelor of Arts** Business  
Communications

## A BIT ABOUT ME

I am a experienced digital marketing manager with 9 years of success in startup and CPG industries. Throughout my career, I have demonstrated a proven ability to drive revenue growth and scale e-commerce ventures, with a primary focus on food, beverage, health, and wellness brands. I have effectively led strategic teams in crafting comprehensive 360 campaigns encompassing digital advertising, content creation, and influencer marketing.

## WORK HISTORY

### Senior Manager, Digital Marketing - In Good Taste 02/20 - 04/23

- Scaled the country's fastest growing e-commerce wine business from \$500k to \$10M+ ARR by developing and executing comprehensive marketing plan
- Managed \$80k a month marketing budgets effectively, allocating resources to campaigns with the highest potential for ROI.
- Oversaw the creation of compelling and engaging content, maintaining brand consistency across all digital touch points
- Led cross-channel marketing campaigns, including paid advertising, SEO, content marketing, email, and social media, to maximize user engagement and retention.
- Deploy and strategize a digital ads strategy across Meta and Google
- Utilized market research and consumer insights to identify target audiences and create tailored marketing campaigns
- Implemented A/B testing and performance analysis to optimize digital marketing efforts and achieve desired KPIs
- Led cross-channel marketing campaigns, including PPC, social media, email, content marketing, and influencer collaborations
- Monitored and analyzed KPIS using Google Analytics and Shopify, providing actionable insights for continuous optimization and improvement

### Growth Manager - Keller Williams 06/2017 - 12/2019

- Oversaw B2B and field marketing teams to attract both clients and new sales agents
- Optimized email campaigns to increase open and click through rates
- Managed marketing emails from company and individual sales agents
- Supported CMO with sales content creation and strategy to attract both B2B and B2C sales
- Conducted marketing research to identify new opportunities
- Executed in person marketing events at conventions

### Influencer Manager - Live Rich Media 06/2014 - 07/2016

- Launched some of the first ever social media influencer campaigns
- Developed, researched, and executed strategies to drive brand awareness
- Tracked content performance CAC, ROAS, and traffic
- Created and managed the campaigns from content ideation to execution
- Identified and onboarded relevant influencers aligned with the brand's target audience and marketing objectives, negotiating and managing contractual agreements and deliverables