

TIFFINY COSTELLO

Marketing Director
Creative Director
eCommerce Manager
Content Strategist
Graphic Designer
Event Producer

B.S. Physics Student
UT Arlington 2025
expected graduation

www.tiffincostello.com



SUMMARY

Creative and agile data-driven content marketing professional with over 20 years of professional experience in events, tech, art, music, and hospitality. Thrives in collaborative environments, both as a team member, leader, and individual contributor. Passionate about delivering empathetic and meaningful customer service experiences. Seeking a challenging, rewarding, and creative role developing or leading content marketing strategy in a collaborative, engaging, and challenging environment.

PROFESSIONAL EXPERIENCE

Independent Creative Marketer, Event Producer, Designer, Project Manager 2012 - present

- Marketing and content offerings to agencies, small & medium-sized businesses, and corporations.
- Event production, strategy, management and logistics for TEDx, So Far Sounds, Lyons Outdoor Games, Kind of Good Productions, Hotel Sorrento's "Top of the Town" Music Series.
- Experience with managing teams, managing touring artists, booking venues, and routing travel.
- Art and music show production, art direction, and creative direction experience.
- Experience with event sizes from 20 people to 5000 people, and knowledge of various laws, union rules, and restrictions.
- Graphic Design - experience with signage, menus, brand collateral, product packaging, website design. Portfolio available upon request.
- Website design, coding knowledge and script implementation.

eCommerce Marketing Lead Blue Bear Protection • 03/2021 - Jan 2023

Blue Bear Protection is an online CPG company specializing in PPE + health and beauty products.

- Strategized and led omnichannel product launch funnel, across all efforts: email marketing, affiliate marketing, social media marketing, influencer marketing, etc.
- Managed and optimized a monthly marketing budget, primarily focused on paid social through Facebook Business Manager.
- Implemented various lead acquisition initiatives to grow our email list.
- Oversaw and managed agency relationships and interns.
- Oversaw the creation and experimentation of creatives and brand content.

Marketing Director • Marketing Manager

Hotel Sorrento • 06/2019 - present
Seattle, WA

Seattle's longest operating & independently-owned historic luxury boutique hotel.

- Lead creator of strategy, design, and concept for multi-channel content for two brands: Hotel Sorrento and its restaurant, STELLA.
- Managed, directed, and collaborated with third-party PR contacts to help share our compelling story, and created visual brand identity + design.
- Lead project manager for Hotel Sorrento's website rebuild which led to an increase website revenue by 400% YOY.
- Managed all paid advertising (Facebook Ads + Google Ads) maintaining an ongoing 7x ROAS.
- Developed growth strategy for the Hotel's CRM + email marketing; increased revenue by 50% in six months.
- Reestablished the Hotel Sorrento brand in the Seattle CBD as the city's longest running independent boutique hotel.
- Produced, booked, built, and managed ticketing + logistics for all events, which led to increased revenues in the hotel restaurant and increased brand awareness of Hotel Sorrento throughout Seattle's art and culture scene.
- Designed all hotel collateral: menus, door hangers, in-room content, COVID signage.

Marketing Director • Content Manager

TEDxMileHigh • 08/2017 - 04/2019
Denver, CO

TEDxMileHigh accelerates innovation and social impact through the power of big ideas, transformative live events.

- Co-created Live Event Chatbot to guide guests, which also led to 30% increase in ticket sales, increased communication, and higher NPS score, post-event.
- Led multi-channel digital marketing strategy which led to successful sellouts of 2500 and 5000 capacity venues.
- Developed multi-funnel lead generation strategy: helped increase email list by 6x in 2 months with a lead magnet strategy.
- Managed, designed, and developed event website, landing pages, Google Business Suite, Facebook Business Manager, tracking pixels and code, and UI/UX of website + content flow.



Mac Genius • Computer Technician • Trainer

Apple • 2008 - 2014
Boulder, CO

The Fruit Stand selling iPhones. ;)

- Personally provided customer-facing technical support to clients for their computer and software issues.
- Hands-on experience diagnosing, repairing, and troubleshooting Apple software and hardware products.
- Maintained 100% on customer satisfaction service surveys
- Trained new-hires and promoted team members.

CREATIVE EXPERIENCE

Writer and Essayist

2010 - present

- Personal essays, stories, blogs, and whitepages.
- Featured on Business Insider and Medium dot com.
- Copywriting experience across all marketing channels for several clients.

Composer • Sound Designer

2016 - present

- Composer of music and sound design for experimental films, short documentaries, and personal art.
- Recording Assistant experience in-studio.

Photographer

2008 - present

- Live-event, behind the scenes, and lifestyle photographer.
- Shooting on Canon DSLR + a variety of vintage film cameras.

Jewelry Maker

2020 - present

- Maker & designer of earrings from clay, currently sold online.

On-Camera and Stage Actor

2019 - present

- Theatrical performer, on-camera personality, and public speaker.

EDUCATION + TRAINING

University of Texas at Arlington, 2007

English Literature, Medieval History

Seattle Central College, 2020

Music Composition, Piano

Freehold Theatre, 2019

Theatre Basics 101

Google Analytics Individual Qualification, 2020, 21, 22

Apple Hardware Certified Technician, 2015

SKILLS AND PROFICIENCIES

Digital Marketing	...
eCommerce Marketing	...
B2B / B2C Marketing	...
Product Marketing	...
Email Marketing	...
Marketing Reporting	...
Budget Planning / P&L	..
KPI / ROI / Goal-Setting	...
Google Ads Manager	...
Facebook Business Manager	..
Website Design/Dev	..
HTML/CSS	..
UI/UX	..
Marketing Autmation	...
Lead Generation	...
Graphic Design	...
Photography	...
Customer Service	...
Google Analytics	...
Squarespace	...
Shopify	...
ManyChat	..
MailChimp	...
HubSpot	..
Wordpress	...
Skubana	...
Shiphero	..
Logic	..
GarageBand	..
Final Cut Pro	..
Adobe Creative Suite	..
Microsoft Office Suite	...



PROFESSIONAL REFERENCES

SHANNON SHERON

Managing Director at Hotel Sorrento

206-724-4199
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REID KENDALL

Director of Food and Beverage at Hotel Sorrento

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PERSONAL REFERENCES

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ERIN AUSTIN

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