

Tina Hamann

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[LinkedIn](#) | [Portfolio](#)

I craft powerful narratives and deploy strategic and account-based campaigns that resonate across diverse industries.

A global marketing leader with a proven track record in B2G and B2B Fortune 100 environments executing forward-looking marketing strategies across Life Sciences and Healthcare (LSHC), Financial Services, and Technology industries targeting C-level executives. Use integrated marketing techniques and relationship-management strategies to build targeted, cost-effective, omnichannel campaign plans aligned with market trends to ensure optimal impact and visibility—leveraging both internal and external channels.

- Brand Building | PR | Advertising
- Alliance, Partner Marketing
- Lead Generation | Email Marketing
- Digital | SEO Strategy | Omni channel
- Global, Federal, State, and Local Marketing
- Content Development: Docuseries | Podcast | Thought Leadership | Surveys | Whitepapers
- Account Based Marketing | Symposiums | Academies
- Campaign Governance | Budget | Vendor Relations
- Agile Project Management | ROI | Metrics

CERTIFICATIONS

[ICAgile Certified Professional](#), Agility in Marketing, ICAgile Certified Professional - Issued Jun 2021

Certification in Strategic and Conceptual Selling/Coaching Programs, Miller Heiman Group, A Korn Ferry Company, Issued Apr 2015

PROFESSIONAL EXPERIENCE

[Deloitte](#), Mclean, VA (Contract through CSI Companies)

7/2021 – 4/2024

Global, Advisory Strategic Marketer

Help grow one of the world's largest professional services firms by developing global, cross-industry strategic marketing plans to execute a differentiated point of view and deliver a distinct client experience that builds brand awareness, client engagement, and enhances firm's positioning to influence business growth.

- Elevate **brand positioning** by delivering a cohesive, consistent message and visual identity through a digital hub concept and storytelling framework to drive awareness and provide leaders with a marketplace presence and voice.
- **Collaborate with cross-functional teams** to align marketing strategies with service offerings, product development, sales, and business functions by regularly evaluating the financial performance of marketing initiatives and adjusting strategies accordingly.
- Engage clients across all industries by developing **eminence and thought leadership** to enlighten and educate via unique insights, POVs, and authoritative materials (e.g., articles, podcasts, multimedia, etc.) authored by subject matter specialists.
- Drive business imperatives forward through **campaign execution from digital solutions** (social, email, web, advertising) and communications (media relations, internal, newsletters) **to various audiences** (clients, followers, media and analysts, internal).
- Feature in-depth dialogue (**docuseries, audio/video podcast**) **with industry luminaries** from academia, social enterprises, strategic alliances & partnerships, and clients to share real-world examples of leading practices for best-of-breed solutions.
- Strengthen **partner marketing** and client connections with Strategic Alliances: Harvard Business School, Northwell, NVIDIA, OneTrust, Salesforce, SAP, Servicenow, Shell, Sonono, Takeda, Toyota Financial Services, and many more.
- Spotlight **strategic growth initiatives (SGOs)**: artificial intelligence (AI), blockchain, crypto, cybersecurity, data privacy and protection, deepfake detection, diversity, equity and inclusion (DEI), Enterprise Trust, Environment Social Governance (ESG), future of work (FoW), Generative AI, governance of innovation, internal controls, regulatory and legal, other emerging products.
- Heighten our brand with **earned media** in Fortune, Harvard Business Review, Nasdaq, TechStrong TV, and other publications.
- Generate demand with **marketing partners** such as: MIT, Wall Street Journal, World Economic Forum, CES, NRF, CFO Vision, Portland Wineries CEO Forum, Silicon Valley CEO, to name a few.
- Reached over 10,000 people via Dbrief webcasts, learning days, and industry webinars, showcasing measurable results by compiling metrics/KPIs to assess campaign success, activity, and channel effectiveness.
- Supported the following Deloitte programs: Technology Trust Ethics, Executive Accelerators CCO, CIO and CLO programs, Enterprise Trust, and Legal Business Services.

[Leidos](#), Reston, VA

2/2019 – 6/2021

Cross-Sector Marketing Lead - 1/2021 – 6/2021

Increased brand awareness and heightened cross-functional marketing campaigns for Leidos, a **Fortune 500 company**, \$11.09B technology, engineering, and science solutions and services leader in the defense, intelligence, civil and health markets, by executing and measuring integrated marketing campaigns that focused on core markets, competencies, customers and regions.

Health Sector Marketing Lead - 2/2019 – 1/2021

Expert in leading external marketing efforts for the Health line of business and its \$2.5B portfolio by delivering broad-reach, customizable, and scalable marketing campaigns to strengthen Leidos' position as a key technology provider to hospitals, health systems, and government agencies.

- Led all activities related to **product and service marketing**, campaign development, trade-show messaging, channel marketing, and demand generation (content creation, lead generation) to help improve sales win rates and shorten sales cycles.
- **Supervised Communication resources** for the Health group: corporate responsibility, social media, digital presence, press releases, industry awards, creative services, strategic communications, branding, internal communications, recruiting marketing.
- **Managed Health Group marketing resources** aligned to each sub-division within the Health sector: QTC (mobile medical examinations), Biomedical Research (vaccines, infectious diseases), careC2 (interoperability), Military and Veterans Health (EHR), and Civilian Health.
- Created **Alliance Partner marketing programs** through joint investment and R&D with Dell, AWS, intel, carahsoft, others.
- Attracted top talent to the Health Group by leading the execution of **talent marketing campaigns** to include showcasing our culture on social media channels and reporting campaign ROI to executive leadership and board of directors.
- Launched a **global, multifaceted campaign** on Human Performance to strategically reach across various health and DoD organizations with messaging and thought leadership focused on informing and influencing policy decision-makers.
 - Reached a significant audience, generating the highest number of impressions for Leidos digital campaigns in 2020. Viewable impressions were 5,329,140.
 - Intersected successfully with a highly targeted audience, via niche health and news domains, providing Leidos strongest scroll rates (most time spent on page) to date with 498 interactions.
 - Received the most clicks to date for 2020 Leidos LinkedIn campaigns at 1,636 clicks.
 - Through sponsored Washington Post content, reached a large, engaged audience and outperformed benchmarks for all KPIs: page views 18% above benchmark, unique visitors 16% above benchmark, and average time spent 54% above benchmark.

[KPMG LLP](#), McLean, VA

7/2014 – 2/2019

Public Sector Marketing Lead and Account-Based Marketer (ABM), Federal Healthcare Sector

As marketing lead, exceeded 8% top-line and bottom-line growth goals by building and managing **account-specific relationships** and marketing programs of premier accounts: U.S. Department of Health and Human Services, U.S. Department of Veterans Affairs, and Military Health System.

- Designed and executed a government marketing portfolio, including business account planning, strategic marketing planning, budget management, and campaign development using various channels: thought leadership, content development, digital and print marketing/advertising, social media, conference/event sponsorships, media, as well as **execution of large-scale programs**.
- Leveraged and facilitated **Miller Heiman**, a Korn Ferry company, sales methodologies to increase opportunity win probabilities through identifying information gaps, strengths, and red flags; drove action through findings to ensure teams were well equipped to present RFP responses effectively.
- Led, developed, and executed marketing campaign plans outlining specific activities, including metrics, timing, and budget, to further engage clients (**federal, state, and local**), increase brand awareness, develop relationships, and drive growth.
 - Created the potential for over \$150M in new sales
 - Had significant outreach (500 downloads) over the course of 6 weeks of promotion, an 80% increase vs. firm benchmarks.
 - Published article had over 3,000 page views (average time on page, 10 minutes).

[Deloitte](#), Rosslyn, VA

9/2012 to 6/2014

Public Sector Strategic Market Manager, Federal Healthcare Sector

As project manager, led the development of a Strategic Marketing initiative within Federal Health, ensuring that account teams were positioned and had resources to successfully build a pipeline of opportunities.

- **Led a team of 26 people** in various work streams who focused on developing, implementing, and administering a marketing tool; creating market views for leadership; scrubbing publicly available data sources and performing in-depth data analysis; training on research techniques; sharing knowledge of government acquisition and legislation; and creating communications for all Federal Health initiatives.
- The tools supported leadership efforts and capture teams in monitoring opportunities and progress within accounts.

EDUCATION: [Canisius College](#), Bachelor of Arts, English, Buffalo, NY