

TOMERA RODGERS

Weybridge, UK KT13

+44 7572 779473 tomera.rodgers@icloud.com

SUMMARY

Since I was old enough to write my own name, which wasn't easy as you can imagine, I've had an inquisitive mind and undying love for words and their incredible power. To illustrate further; as a small child, I continually asked my parents if they were sure about the spelling of my name. Through effective copy, people can be provoked to think and act in positive or negative ways. My solid approach is to always evoke positivity from every word I write.

I am very logical and resourceful, however, operate as a right-brain creative. Contradictory as it may sound, the ability to think outside the box is something I developed while I was a soldier. Although performing the most amazing job in world, aerial infrared photography, I was certain that brand communications was my passion and future. This prompted me early on to access outside work on communication elements of marketing projects such as logistics software, legal and educational products, pharmaceutical brands, property and location rentals, rebranding and start-ups. And topping that off with my most impressive success to date; raising three incredible human beings and two canines. Please visit my [portfolio](#), [LinkedIn](#) and [blog](#) for samples.

HIGHLIGHTS

Talented and driven Marketing and Communications Manager with experience in crisis communications, stakeholder relations, digital marketing, strategic planning and team management. Approachable with exceptional interpersonal and professional skills, laced with a calm demeanour.

- Product management
- Content marketing
- Account based methodology
- Deadline-driven
- Strategic planner
- Compelling communicator
- SEO knowledge
- E-Commerce management
- Adobe CC
- Microsoft 365

EXPERIENCE

TRB Communications - Freelance Account Based Management: content marketing and product/brand management: Owner
1/2006 to Present
UK and Germany

- Created brand identities, including distinctive style and tone, for company communications
- Evaluated advertising and promotion programmes for compatibility with public relations and CSR
- Analytics and CRM using Google, Hubspot and Dynamics
- Content marketing, SEO and PPC campaigns
- Social media engagement and email marketing management (Buffer, MailChimp and Hubspot)
- WordPress and Poppulo CMS management and Magento e-commerce platform management
- Brand awareness, traffic and GDPR campaigns; B2B and B2C

Walgreens Boots Alliance - Global Pharmaceutical Corporation: Internal Digital Communications Manager
10/2018 to 05/2019 Weybridge

- Developed and implement communication strategies and information programme
- Managed internal communications, including production and management of newsletters
- Crafted knowledgeable and engaging press releases, periodicals, web content, and on-boarding presentation and design pharmaceutical magazine
- Proofed and revised effective sales communications collateral
- Edited company whitepapers, emails, newsletters, and web content

Sixth Sense Newspaper – MOD British Forces Germany: Garrison Field Reporter and Journalist
1/2006 to 5/2009 Germany

- Wrote original military and local human-interest stories
- Organized and conducted interviews throughout Germany and the U.S
- Subediting tasks as well as copyediting supporting the head editor

CFKR Career Materials – Children’s educational books and test materials: Brand and E-Commerce Manager
6/1999 to 7/2004 California

- Devised optimal communications strategies to reach target audiences
- Created company’s first e-commerce site with online shopping cart and catalogue, using GoLive
- Wrote original content for official company news
- Product redesign, marketing and communication responsibilities in coordination with NASA and The History Channel
- Established effective working relationships with clients, government officials, and media

US Army 1/1988 to 4/2011 Aerial Photographer and Human Resource Specialist
Worldwide

- Aerial infrared photography in an OV-1D Mohawk
- Unit PR assistant and administration support
- Human Resources and Recruitment Sergeant (5 years)
- Stars and Stripes contributor
- Established effective positive working relationships with government officials, media and family members

EDUCATION

December 2017	Open University – BA Art Psychology and Marketing Communications Concentration in Buyer Behaviour
June 2017	Google Analytics and Hubspot Inbound Sales, Growth by Design and Content Marketing Certifications
December 2015	Northbrook College-Sussex Advice and Guidance Lev 4 Business Administration Lev. 3, Human Resources Lev. 3
June 2013	British College of Journalism – Diploma Level 4
June 2001	Sierra College – Desktop Publishing Diploma Level 5
October 1995	Arizona Institute Business and Technology – Associate of Science Journalism

LINKS

[HTTP://TOMERA.CO.UK](http://TOMERA.CO.UK)

[HTTP://TEEREXBEATS.COM](http://TEEREXBEATS.COM)

[HTTPS://WWW.LINKEDIN.COM/IN/TOMERA-R-80B363150/](https://WWW.LINKEDIN.COM/IN/TOMERA-R-80B363150/)

[HTTPS://WWW.FACEBOOK.COM/TEEREXBEATZ](https://WWW.FACEBOOK.COM/TEEREXBEATZ)