



TIFFANY HOLCOMB

PROJECT MANAGER & BRAND STRATEGIST

 tiffany@tjholcomb.com

 tjholcomb.com

 tjholcomb

EDUCATION

BA (HONS.) MARKETING & PR

Ashford University

2009 - 2013

CERTIFICATIONS

PROJECT MANAGEMENT PROFESSIONAL (PMP)[®]

Project Management Institute

August 2021 - August 2024

TECHNICAL SKILLS

Project Management

Brand Strategy

Team Leadership

Conflict Management

Risk Management

Process Development

Scoping & Strategic Planning

Reputation Management

Website Administration

Digital Marketing

HTML/CSS/ Javascript

Social Media Management

PROFILE

I am a goal-oriented PMP Certified Project Manager and brand strategist. I strive to identify and turn problems and threats into opportunities that provide long-term benefits to the organization and its stakeholders. Seeking to leverage leadership and communication expertise as a Senior Project Manager.

I believe that when your values align with those of the organization you work for, you are more invested in the success of the initiatives you are involved with.

EXPERIENCE

PROJECT MANAGER II

Premier Members Credit Union | August 2019 – Present

- Built and maintained strong relationships and strategic partnerships through leadership, teamwork, and exceptional service.
- Advised executives of potential risks and newly discovered opportunities created through project initiatives.
- Collaborated with key stakeholders and lines of business to execute cross-functional goals and increase efficiencies.
- Identified gaps and developed communication processes, including template development and dashboard creation.
- Simultaneously led large-scale projects involving connectivity, network, software, and application upgrades and new implementations.
- Developed role-specific training, mentored, and led effective project teams.
- Managed conflicts related to resource capacity, vendor relations, stakeholder engagement, requirements, scheduling, risk mitigation, and communication.
- Displayed the B.R.A.V.E. philosophy when engaging with stakeholders, team members, partners, and local communities.

DIGITAL MARKETING CONSULTANT

Premier Members Credit Union | July 2016 – August 2019

- Spearheaded and managed ADA-compliant website redesign and migration to a CMS.
- Developed and implemented an online reputation management protocol and reporting process.
- Established and managed digital content overhaul project.
- Analyzed and researched industry benchmarks, competitor statistics, and historical data to compile an executive report.
- Configured an automated new members onboarding series, including dynamic content, rates, payments, and incentives..
- Executed a member referral initiative with dynamic and personalized content via PULs, emails, OLB banners, and social media posts.

SOFT SKILLS

Critical Thinking & Problem Solving
Collaboration
Active Listening
Prioritization
Negotiations
Decision Making
Mentoring

ACHIEVEMENTS

CO-CHAIR

IDEA (Inclusion, Equity, and Diversity Advocates) Council / Premier Members Credit Union
2020 - Present

DEAN'S LIST

Ashford University
2009- 2013

NATIONAL HONOR SOCIETY

Alpha Sigma Lambda
2010 - Location

REFERENCES

COLLEEN WHITLOW

Mayor
Town of Mead

SUSAN LESNICK

Former Owner
Black Canyon Distillery

DINA YOUNG

Realtor
eXp Realty, LLC.

EXPERIENCE - CONTINUED

MARKETING MANAGER

Sample Supports | August 2015 – June 2016

- Developed and implemented marketing strategies and budgets for multiple partner businesses, including Sample Supports, Sample Therapy Services, Samples World Bistro, and Crystal Joys.
- Coordinated small and large-scale events.
- Created social media calendars and plans for each partner business.
- Crafted content for print and digital marketing collateral.
- Trained, coached, and managed a marketing team of a graphic designer, a marketing specialist, and an intern.

RECENT PROJECTS

ONLINE BANKING CONNECTIVITY UPGRADE | Project Manager

May 2021 – Present

Supported adoption of SD-WAN (Software-Defined Wide Area Network) solution, implementation of hardware, changes to Symconnect settings, validation of traffic, software functionality, and full DR failover testing.

CONTACTLESS CARD REDESIGN & IMPLEMENTATION | Project Manager

March 2020 – Present

Deployment of redesigned credit/debit cards with contactless technology. Change of instant issue and inactive card closure strategies.

ATM UPGRADE | Project Manager

June 2020 – Present

Upgrade ATMs to Windows 10 operating system. Transition ATMs off the organization network and removal of Optiva ATMs from the existing fleet.

2021 ONLINE & MOBILE BANKING RELEASE(S) | Project Manager

December 2020 – Present

Continuous improvement of the online and mobile banking platforms with the goal of providing an exceptional member experience, innovative features, and functionality.

ALIGNMENT OF STAFF PERMISSION & ACCESS TO CORE DATA | Project Manager

August 2019 – January 2021

Audit and realignment of staff permissions to the core banking data processing software. Identification of permissions and access needed for each role through interviews and scoping with SMEs in all departments.

MARKETING ANALYTICS & RESEARCH SOFTWARE UPGRADE | Project Manager

March 2020 – March 2021

Upgrade of marketing analytics and research software due to vendor sunsetting existing software. Implementation of a new server to support software upgrade.

NET PROMOTER SCORE SOFTWARE IMPLEMENTATION | Project Manager

October 2019 – January 2020

Enhancement to the quality of data received from members, additional survey channels, and actionable feedback for organization-wide training by the department. Implementation and identification of metrics of success and competitor benchmarking.