

Tahmarah Otoo

Marketing Specialist · Campaign Strategy, Content, Email, and Growth

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SUMMARY

Versatile marketing specialist who plans, writes, and runs multichannel campaigns that move measurable numbers. Experienced across campaign strategy, content, email, social, and analytics, with a record of lifting program enrollment and building audiences from the ground up. Background spanning operations management and behavioral research, with an MBA in marketing.

CORE SKILLS

Campaign Strategy · Demand Generation · Email Marketing · Copywriting · Audience Segmentation · Social Media Marketing · Event Promotion · Graphic Design · Video Production · Photography · Marketing Analytics · A/B Testing · Project Management

Tools: Mailchimp · HubSpot · Dash Social · Meta Ads · Google Analytics · Canva · Adobe Creative Cloud · Asana · CapCut

EXPERIENCE

Marketing Specialist

Nov 2024 to Present

Best Friends Animal Society · Remote

- Lifted enrollment in two national education programs 40% and 38% in my first quarter by rebuilding how campaigns were planned, targeted, and measured.
- Ran multichannel campaigns across email, organic social, and paid, writing the email and the copy for each channel.
- Drove most course site clicks through Facebook, where engagement ran at twice the platform average, after adding audience segmentation to focus effort where it converted.
- Filled a course's most recent cohort by building its marketing from minimal assets, including email rebuilt around student testimonials and a reel that turned 26,000 views into 54 course page clicks.

Social Media Marketing and Events Manager

Aug 2021 to Present

Better K9 Pet Resort · Corona, CA

- Own brand marketing end to end: campaign strategy, event promotion, email, graphic design, photography, and video, producing the creative myself.
- Plan and write multichannel campaigns across Instagram, Facebook, TikTok, and YouTube, paired with email and community outreach.
- Filled a 50 guest open house, "Bark to School," that launched the Certified Trainers Course to a full class.
- Produced a campaign video later used as a teaching example at the Pet Boarding and Daycare Expo West.

Operations Manager

Jun 2019 to May 2023

Better K9 Pet Resort · Corona, CA

- Ran daily operations for a busy pet care business, leading hiring, onboarding, training, and scheduling.
- Managed customer relations and resolved service issues while keeping standards and workflow on track.

Volunteer Social Media Assistant

Oct 2024 to Apr 2025

Path of Hope Rescue · Remote

- Grew reach 144% in 30 days, near 24,000 accounts and 50,000 views, posting two to three times a week; promoted adoptable dogs and nearly all were adopted.

EDUCATION

MBA, Marketing emphasis · Western Governors University

BS, Health Science · California State University, Fullerton

CERTIFICATIONS

HubSpot Digital Marketing · HubSpot Social Media Marketing I and II · LinkedIn AI for Marketing · Canva