



Tandi is passionate about guiding organizations and leaders to tell their story and engage their audiences. She tailors unique content strategies that break through today's overload by creating personal emotional communications and relationships that encourage behavior change.

Tandi
Squire

Marketing Executive

🏠 Columbus, Ohio

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🌐 /tandisquire

Brand Strategist

Story-Seller

Conversion Expert

STRENGTHS

Messaging Strategy Engagement Marketing Human Behavior Persuasive Communications

Design Thinking Radical Simplification Agile Learner Facilitation & Coaching Leadership

EXPERIENCE

Vice President, Marketing, Creative, Communications and Training

Executive team member **leading content and marketing teams across all platforms, formats and funnels.**

- Digital channels, large-scale conferences, live event tours, weekly broadcasts and sales field training
- Set/socialize strategic messaging, customer campaigns and sales field promotions to drive KPIs
- Champion sales field and customers through storytelling

Additional positions included: Director of Sales Field Development and Leadership Coach

THIRTY-ONE GIFTS

◦
columbus, ohio

◦
2018 – 2020
2011 - 2013

Principal and Chief Engagement Officer

Principal of content marketing and communications agency focused on **growth marketing and content** development to build communities and design experiences that create emotional connection.

- Developed strategic marketing, communication and training programs to move clients' most important communities to action
- Led a team that served clients such as: Ascena, Cleveland Clinic, Columbus Medical Association, Franklin University, Mercy Health, MI Homes, Pampered Chef, Partners Healthcare, The Ohio State University, The University of Cincinnati and Thirty-One Gifts

FURTHER.FASTER

◦
columbus, ohio

◦
2012 – 2018

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Tandi Squire

Marketing Executive

EXPERIENCE (con't)

Vice President, Strategy, Marketing and Sales

Led marketing and sales strategy for CRM consultancy focused in healthcare industry. Developed and championed **agency brand, marketing and sales strategies**. Analyzed data to find actionable insights for communications programs for clients. Led marketing, sales and creative teams.

CPM MKTG GROUP
◦
madison, wisconsin
◦
2010 – 2011

System Director, Consumer Marketing and Communications

Led consumer marketing communication plans to **drive sustained growth** for \$2 billion healthcare system. Championed the consumer perspective and created easy touch points for navigation, acquisition and retention. Utilized data to educate, challenge and influence change.

OHIOHEALTH
◦
columbus, ohio
◦
2000 – 2010

Additional positions included: Director Creative Services and Senior Manager of Advertising, Promotions and Sponsorships.

Director of Online Education

Developed **go-to-market strategy and managed market roll-out and expansion** in more than 75 different markets throughout the US for one of the first online education products. Developed early marketing technology partnership for platform development.

FRANKLIN UNIVERSITY
◦
columbus, ohio
◦
1996 – 2000

EDUCATION

Master of Science, Integrated Marketing and Communications, Franklin University

Bachelor of Science, Marketing and Advertising, Franklin University

VALUES

Be Brave
Seek Insight
Stay True
Have Fun
Say Thanks
Spread Love

ACCOMPLISHMENTS

- ✓ Improved Sales KPIs
- ✓ Increased Engagement Metrics
- ✓ Enhanced Customer Experiences

Happy to share case studies and results
with you when we talk.

INTERESTS

Faith and Family
Personal Development
Productivity and Systems
Neuroscience of Behavior
Style, Travel and Food

SOCIAL MEDIA

