

Tammy C. Stanard, PMP

Project Manager

Columbus, OH | 203.850.3665

tammystanard@gmail.com | linkedin.com/in/tcstanard | tammystanard.com

PROFILE

Strategic and influential executive with expertise in steering strategic direction for marketing, advertising, and public relations within Fortune 500 companies. Achieved significant market expansion by leveraging digital marketing technologies and crafting groundbreaking campaigns. Adept at aligning branding and positioning with overarching corporate goals to elevate customer loyalty and revenue growth. Skilled in adapting strategies to dynamic markets, budgets, and objectives, influencing consumer behavior. Renowned for leading large-scale, mission-critical development and migration projects, generating substantial savings over the projects' lifetime.

CORE EXPERTISE

Business Development | Marketing Strategy | Digital Media Campaigns | Positioning | Market Expansion | Program & Project Management | Public Relations | Web Development | Budget Management | Cloud Computing | Partnership Programs | Agile | SEO | CRM | Leadership | Negotiation | Risk Management | Cross-Functional Collaboration | Stakeholder & Vendor Management | Salesforce | Microsoft Project | Trello | Azure DevOps

PROFESSIONAL EXPERIENCE

Kyndryl | Columbus, OH (Remote)

11/2021 - 08/2024

Transformational Project Lead

- Chartered national and international projects within the US Transformation Office, focusing on solution development, database migration, and creating Kyndryl's first-ever Internship Program.
- Delivered the QMX project as the leader and project manager, achieving \$28M in savings over seven years by archiving 187 databases, migrating 76 databases, and securing 407 databases, with a total project cost of \$1.4M compared to a \$4M licensing fee.
- Reduced two terabytes of cloud storage, lowering the carbon footprint by 4 tons of CO₂e, equivalent to a standard car traveling 10,000 miles, through the successful execution of the QMX project.

Let's Design Your Site | Charlotte, NC

02/2021 - 11/2021

Project Manager (Contractor)

- Directed a team of four web designers, guaranteeing projects were completed punctually and within budget constraints.
- Supervised a portfolio of 10 clients simultaneously, creating bespoke websites that fulfilled their specific requirements, underscoring the importance of scope adherence for improved customer loyalty.

Corning Optical Communications | Hickory, NC

01/2019 - 07/2019

Channel Program Manager

- Spearheaded the Wireless Integrator Network (WIN) Program, cultivating strong relationships with 35 Integrator Partners and managing all facets of the program, including data analytics, dashboard creation, program optimization, content development, and event coordination.
- Administered the Market Development Fund Program for the WIN initiative, implementing co-branded campaigns, collaborative customer events, branded merchandise, and promotional materials.
- Secured 599 marketing-qualified leads at a major tradeshow; partnered with Communication Technology Services, LLC, to develop a follow-up email campaign with an unprecedented 96% open rate.

Martz Corporation | Charlotte, NC

08/2018 – 01/2019

General Motors “My Rewards” Loyalty Specialist (Contractor)

- Functioned as a Subject Matter Expert (SME) for the GM “My Rewards” Loyalty Program, driving client collaboration to elevate program visibility and engagement.
- Trained dealership staff, including sales and service consultants, to effectively promote the loyalty program for GM; conducted visits to 96 dealerships within six months, enhancing program adoption.
- Enrolled 1 million members in the Loyalty Program two months before the deadline, surpassing designated objectives and earning accolades from stakeholders.

It All Adds Up, Inc. | Guilford, CT

08/2014 – 06/2017

Principal and Center Director (DBA for Mathnasium of Guilford)

- Established and managed a Mathnasium learning center, overseeing all aspects from corporate entity creation and commercial space leasing to financial and human resources management.
- Directed comprehensive marketing and advertising efforts to generate leads and build a robust traditional and online brand presence.
- Attained an 86% Net Promoter Score, surpassing the regional average, by fostering strong relationships with parents through proactive communication and engagement.

T-Mobile (MetroPCS) | Detroit, MI and Hartford, CT

01/2006 – 08/2014

Director of Advertising and Public Relations

- Orchestrated comprehensive marketing, advertising, and PR strategies, crafting and executing co-marketing plans to support major product launches and corporate objectives while formulating integrated annual marketing and media initiatives to fuel sales growth.
- Expanded marketing efforts across various channels, including direct marketing, event marketing, digital platforms, integrated communications, and traditional advertising throughout Michigan.
- Led and developed a team of four marketing professionals, fostering their growth through tailored training and mentorship.
- Oversaw a \$12M marketing budget, guiding senior management in all partnership endeavors and financial planning.
- Introduced the company's inaugural statewide omnichannel campaign, engaging online customers and collecting 7,000 new profiles and 31,329 sweepstakes entries with a 44% opt-in rate.
- Achieved a 500% increase in Twitter followers within a single day via a focused text message campaign.

EDUCATION

Master of Business Administration

Michigan State University | East Lansing, MI

Bachelor of Science in Air Transportation Management – Minor in Economics

University of New Haven | West Haven, CT

CERTIFICATIONS & PROFESSIONAL TRAINING

ITIL 4 Certified – Certified ITIL Foundations | 2024

Project Manager Professional (PMP) – Project Management Institute | 2023

Scrum Master Certified – Scrum Study | 2020

Digital Marketing for Professionals Intensive Training – SpringBoard | 2018

COMMUNITY INVOLVEMENT

Editor of The Crier – Junior League of Charlotte, Junior League of Charlotte Magazine

President of the Connecticut Chapter – American Marketing Association