



TIFFANY MCCARTHY

Senior Manager, Marketing
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[VCARD](#) | [LINKEDIN](#)

Tiffany supports business development initiatives and facilitates positive client relationship building leading the firm's event planning and marketing efforts. She brings over 15 years of event planning experience in corporate, non-profit and leisure travel segments. She manages the CRM software, networking events, and digital marketing efforts to support Fahrenheit Advisors' business development activities. Tiffany is the designer and editor of the company newsletter, marketing campaigns, and sales collateral.

Prior to joining Fahrenheit, Tiffany managed event registration, hotel room blocks and onsite logistics for internationally attended multi-day conferences. As a Service Area Director, she led fundraising and educational programming efforts for a national nonprofit organization. As a product manager, Tiffany designed credit card customer loyalty programs for Fortune 500 companies. Tiffany has helped dozens of clients achieve their goals, whether it be employee retention or increasing customer engagement in a product or service.

FUNCTION & SPECIALIZATION

- Customer Relationship Management software (CRM) management
- Digital marketing software
- Graphic design
- WordPress website publishing platform
- Social media management software

REPRESENTATIVE CLIENTS & PAST EXPERIENCES

- Microsoft Corporation
- VISA
- Capital One
- Brownell Travel
- Virginia Council of CEOs
- Richmond Virginia Salsa Bachata Congress, LLC
- NCCI (Affinion Loyalty Group)
- Carlson Marketing Group
- American Diabetes Association

EDUCATION, LICENSES & CERTIFICATIONS

- B.S., in Communications with concentrations in Organizational Communications & Event Planning, Ohio University, Athens, Ohio

PROFESSIONAL ASSOCIATIONS & COMMUNITY ORGANIZATIONS

- American Marketing Association
- Beyond Boundaries Fundraising Event Planner
- Greater Scott's Addition Association, Marketing Committee
- Deep Run High School Athletics Team Parent & Marketing Volunteer
- Women's Ministry Small Group Facilitator