

Tammy Blythe Goodman

Marketing & Communications Leader

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Results-driven, highly personable senior leader with 18 years of experience in technology. Specialties in ad tech, martech, digital media, and connected TV. Proven track record of dramatically expanding global presence for multimillion-dollar organizations, driving sales, brand recognition, recruitment, and financial growth. Analytical and creative thinker who relishes in the big picture and always thinks outside of the box. Directs complex projects across numerous disciplines while cultivating strong relationships through collaboration, dynamic networking, and persuasive communications.

Expertise

- Analyst relations
- Audience personas
- B2B social media strategy
- Budget management
- Change management
- Content marketing
- Corporate storytelling
- Crisis communications
- DEIB championing
- Employee development
- Events strategy
- Internal communications
- Market analysis
- Media relations
- New market establishment
- Positive culture building
- PR strategy
- Rapid problem resolution
- Team management
- Thought leadership

Experience

EX.CO - Head of Brand Marketing & Communications

2022 - Present

- Manage a team of 5 to execute global brand marketing strategy, focusing on retaining and generating publisher and advertiser clients
- Develop strategic content including case studies, messaging banks, audience personas, ebooks, blog posts, email newsletters, sales collateral, and onboarding kits
- Oversee \$2.8M annual marketing budget, redirecting funds to high ROI activities to maximize lead generation growth
- Published 5X more blog posts and drove 208+% more CTA clicks YoY, contributing to increased brand awareness and double the number of sales leads
- Drove LinkedIn engagement by 993% in 1 year and grew followers by 123% in 2023, more than 5x that of our biggest competitor
- Established successful employee advocacy program to increase employee engagement with social channels by 45%
- Secured feature press coverage in Adweek within the first 2 months and achieved top-tier coverage for 80% of all press mentions
- Executed awards program resulting in wins for Top Women in Media & Ad Tech, Stevies Awards, and Cynopsis Rising Stars, Digiday Media Awards, and Digiday Video & TV Awards, and others
- Manage annual events and communications budgets, negotiating contracts with third-party vendors and tracking P&L

SpotX - VP, Communications

2017 - 2021

- Promoted from Director and Sr. Director to lead and expand Global Communications Team
- Elevated PR strategy effectiveness for a \$116M+ global organization, crafting comprehensive communications initiatives that generated impactful stories and integrated marketing campaigns
- Achieved a 24% SOV, surpassing direct competitors for the first time in company history
- Enhanced brand visibility with nearly 300 articles, 55% in tier 1 and 2 media outlets
- Reached an audience of 85M+ for addressable advertising campaign, initiating new conversations with top industry players including Dentsu, Discovery, DISH, Havas, Nielsen, OMG, Publicis, Roku, Spectrum, Unilever, The Weather Group, and Xandr
- Generated >\$17M from political advertising campaign and >\$8K for Pluto TV LATAM campaign
- Jumpstarted conversations with >20 leading media companies about GroupM partnership, including AMC Networks, Discovery, Roku, Sling TV, T-Mobile, Viacom, and WarnerMedia
- Oversaw a robust awards program resulting in wins for Digiday Technology, Video, and Worklife Awards, Crain's Best Places to Work, Cynopsis Model D, It List, Rising Stars, and Women in Media, Stevie's Best Customer Service, Maverick of the Year, and Women in Business
- Developed internal communications for M&A activity, COVID updates, and change management to calm, inspire, and motivate employees
- Served as a founding member of DEI Steering Committee, spearheading cross-functional conversations about inclusivity

Innovid - Director, Global Communications

2016 - 2017

- Promoted from Sr. Manager to Director by spearheading communications and PR, devising strategies for major brands and agencies could leverage video effectively
- Authored strategic content including blog posts, bylines, and speaking submissions in collaboration with key stakeholders
- Managed external PR firms, coordinators, and content creators, enhancing thought leadership and providing strategic counsel
- Cultivated and maintained relationships with journalists to create awareness and drive revenue. Secured coverage in AdAge, AdExchanger, Adweek, Broadcasting & Cable, Business Insider, CNBC, The Drum, eMarketer, Fast Company, Media Post, and WSJ
- Directed strategic awards program resulting in wins for Crain's Best Places to Work, Cynopsis It List, Digiday Video, IAB MIXX, and Inc.'s Best Places to Work

Taboola - Marketing Communications Manager

2013 - 2016

- Built and executed PR, content, and social strategies from scratch, managing team of content specialists and designers
- Achieved coverage in iconic, global publications including AdExchanger, Adweek, Business Insider, Crain's NY Business, The Drum, Forbes, Fortune, FOX News, Inc., LA Times, Mashable, Reuters, TechCrunch, USA TODAY, Variety, VentureBeat, and WSJ

Education

Columbia University - New York, NY

- Master of Fine Arts, Film

American University - Washington, D.C.

- Bachelor of Arts, Communications and Literature

Community Engagement

She Runs It - Mentor

AdTechGod Community - Admin, #Womeninadtech Slack channel

Abandoned Angels Cocker Spaniel Rescue - Director, Communications