

TAMRA WATSON

4213 Zeus Drive • West Valley City, Utah

435-851-7137 • aggietamra@gmail.com •

Online Portfolio: www.tamraannett.wordpress.com

PROGRAM MANAGEMENT EXPERIENCE

Utah's Own Program Manager

Utah Department of Agriculture and Food

2020 – 2024

Taylorsville, Utah

- Recruited eligible companies to join the state program to increase membership by 500 percent; as well as maintain a retention rate greater than 85 percent.
- Created and implemented integrated marketing campaigns across digital, social, paid media, PR, email, partnerships and events to reach more than 2.5 million consumers annually.
- Organized campaigns to connect members with business retailers to boost local food sales including Nicholas & Company, Associated Foods and community farmers markets.
- Developed and design content for consumer email campaigns and monthly membership bulletin.
- Managed Utah's Own annual brand development grant of \$10,000 to assist companies with local branding, as well as farmers market sponsorship of \$20,000.
- Secured a specialty crop block grant of \$62,000 in 2021 to promote Utah's Own members with specialty crops. In addition secured more than \$75,000 in community sponsorships in four years.
- Implemented research & evaluation strategies to measure product & event satisfaction.

Marketing & Communications Director

Heber Valley Milk & Artisan Cheese

2016 – 2020

Midway, Utah

- Aided sales and marketing growth with local retailer partners (Harmons, Whole Foods & Smith's) through effective strategy: created and implemented strategic promotional plans, increased in-store demo frequencies and nurtured key relationships.
- Grew annual revenue of farm-based events: classes, tastings and tours through online booking implementation, improved consistency and social media integration. Resulted in a 400% event sales growth from 2015-2018; doubled sales from 2018 to 2019.
- Implemented research & evaluation strategies to measure product & event satisfaction.
- Created all social media content (copy, photo & film) & advertising: Facebook and Instagram.
- Designed promotional materials for products, social media & events using Adobe Creative Suite.
- Wrote persuasive small business & retail grants - (awarded: \$17,800 in grant funds from 2017-2019).

Utah's Own Marketing Specialist

Utah Department of Agriculture and Food

2010 – 2015

Salt Lake City, Utah

- Served as an agriculture and food business mentor for more than 550 companies; implemented five local chapters to assist members with networking, training and branding.
- Trained local food and farm businesses in various topics: branding, distribution, sales and marketing.
- Managed the creation of an online database/marketing platform: www.utahsown.org.
- Created consumer-conscious content for Utah's Own social media channels; increased consumer brand engagement from less than 100 to nearly 10,000 people on Facebook, Twitter and Instagram.
- Evaluated program effectiveness through annual research and reporting – provided valuable data to department and legislature to justify state funding.
- Designed content for Utah's Own advertisements, tradeshow signage and literature.

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MENTORING EXPERIENCE

Small Business Mentor

2015 – 2018

Freelance Projects

Utah & Colorado

- 2015: Intermountain Farmers Association – Salt Lake City, Utah: served as holiday advertising and branding coordinator
- 2017: Strala Inc. – Lehi, Utah: worked on initial design of value proposition documents for investors
- 2017-2018: Bell Mountain Ranch Equestrian Center – Castle Rock, Colorado: provided organizational consulting for improved marketing and sales; researched grant opportunities for ranch structural improvements
- 2018: Everything Utah, Salt Lake City, Utah: aided in exclusive apparel launch, improved merchandising signage and managed online reviews.

Career Development Assistant

2009 – 2010

Oklahoma State University, College of Agriculture

Stillwater, Oklahoma

- Managed 11 Career Liaisons, an agricultural student leader group
- Assisted students in career development through proper assessment and mentoring.
- Critiqued résumés and cover letters for undergraduates, graduates and alumni
- Redesigned the Student Success Center Website using CSS and CMS
- Created blog that received more than 2,000-page views in 3 months

ACHIEVEMENT & LEADERSHIP

- Farm Photograph featured as “December” in 2020 KSL Weather Annual Calendar
- Elite 8 Finalist – Utah Farm Bureau Young Farmer & Rancher Discussion Meet - 2019
- First Runner Up in Young Farmer & Rancher Discussion Meet - November 2018 & 2017
- Published in Journal of Applied Communications - January 2011

EDUCATION:

Oklahoma State University

Stillwater, Oklahoma

Master of Science, Agricultural Communications

Conferred: December 2010

Utah State University

Logan, Utah

Bachelor of Science, Agricultural Communications and Journalism

Conferred: May 2009

Graduated Summa Cum Laude