

Morgan TANGEN

Senior Marketing Manager

360 510 1850



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morgantangen.com



Seattle, WA



EDUCATION

SAINT MARY'S COLLEGE
OF CALIFORNIA

2001 - 2002

WESTERN WASHINGTON
UNIVERSITY

2002 - 2006

EXPERTISE

- Strategic Planning
- Data Analysis & Forecasting
- Content Curation
- Marketing Technologies
- Revenue Generation
- Campaign Execution
- Social Amplification
- Customer Lifecycle

REFERENCE

Mandy Patterson-Milem
Zillow | Marketing Director

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ABOUT ME

Detail-oriented professional with twelve+ years' experience in digital marketing, strategy development, and campaign creation. Dedicated to contextual knowledge and data, coupled with innovative thinking and exceptional communication skills. Promotes cross-functional initiatives to exceed goals, all while advocating for customer experience.

WORK EXPERIENCE

Feb 2018 - Present

SENIOR CLIENT MARKETING MANAGER

SAP Concur

Ownership of go-to-market strategy and execution for B2B marketing programs to support customer retention, client sales funnel, and lifecycle progression.

- Develop cross-sell, upsell, and retention programming for existing small-to-medium-sized and Enterprise customers, including email campaigns, events and webinars, social media, direct mail, in-product messaging, and more.
- Align with Success and Sales teams to exceed \$25 million in annual goals and 30% year-over-year growth.
- Make strategic decisions by measuring campaign success with analytical data, reporting and engagement trends.

March 2015 - Feb 2018

SENIOR PROGRAM MANAGER

Yesler

Owned web and digital marketing as an embedded vendor for Microsoft Enterprise Partner Group and the Windows marketing team, supporting campaigns, content curation, and product launches.

- Lead field operations for upwards of 42 subsidiary teams and 16 languages.
- Owned field communications, trainings, project plans and timelines to support corporate initiatives, including the Windows 10 launch.

March 2011 - March 2015

OPERATIONS MANAGER

Mercer Consulting

Created and scaled a start-up within a large consulting company in order to serve small business in the healthcare industry.

- Designed and executed email campaigns and customer-facing communications to educate, retain, and promote repeat business.
- Created a brand awareness campaign and modernized business operations.