

TAMMY CONTRERAZ

14 years experiential international tech event
production: Americas, EMEA, APAC

12 years Sales, Marketing,
Programs & Community

9 years graphic design

Tracery Studios | Marketing & Events Director | Belgium; Ireland; N. America

Apr 2016 to Present

- Marketing, events, programs and community support for tech companies throughout Europe and North America to include: **DevSecCon, CommCon UK, Voxgig, World Data League, Replicated, Simplicity Consulting, Fastly, Honolulu Tech Week, and East Meets West conference, Port of San Diego, 1000 Ocean Startups Initiative**
- Produce conferences, meetups, retreats & off-sites, executive/C-level VIP events, product launches
- Develop and execute high-level programs and partnerships designed to foster community growth and engagement
- Curate and execute strategic, multi-channel marketing plans, social media strategies, and content marketing campaigns for brand awareness
- Plan and manage destination weddings in British Columbia & Hawai'i

Snyk Limited | Global Conferences Manager - DevSecCon | London, remote

Jul 2019 to Sep 2020

- Joined the Developer Relations team as part of the DevSecCon conference acquisition after being directly under contract with **DevSecCon for two years**
- Collaborated with the community manager to curate new programs resulting in 40% community growth
- Led and directly impacted growth of conference series, growing it from three to seven annual global conferences
- Managed concept to completion of all logistics, including: sponsorships, speakers, marketing campaigns, social media, strategy planning, sponsorship, program creation, graphic design, content curation, community expansion
- Implemented new sponsorship program - secured 65% more sponsors over previous years
- Worked cross-functionally with various departments to include design, content, technical teams, executive, and corporate marketing. Travel: 60%

NearForm | Senior Marketing Executive | Tramore, Ireland

Jan 2015 to Dec 2016

- Built a marketing and events team of five at a Node.js consultancy, directly impacting company growth and setting each team member on a career trajectory
- Restructured the annual developer conference, NodeConf EU, resulting in further brand awareness, attendee growth, and expansion of the event portfolio
- Developed marketing & sales strategy, budget and roadmap for third party events, roadshow series, meetups, and new sponsorships. Exceeded all team goals
- Developed social media, marketing, demand-gen and newsletter campaigns
- Introduced and exceeded ROI and KPI expectations through strategy planning, content curation, marketing programs, sponsorships and community development
- Worked cross-functionally with all company departments. Travel: 50%

Heroku/Salesforce | Sr. Mgr, Developer Marketing | San Francisco, California

Jan 2013 to Nov 2014

- Managed all aspects of the events portfolio, including a developer conference, domestic and international roadshow series, third party and internal events, significantly impacting sales leads and conversions
- Lead marketing campaigns, newsletters, strategy and sponsorship to support the community and sales team
- Worked cross-functionally with the Salesforce Developer Marketing team on high-level events such as Dreamforce, Salesforce World Tour, and Elevate events. Successfully lead the team introducing the Heroku product, creating relevance to Salesforce customers
- Curated content and experiences for exclusive executive level events
- Owned swag, budget and ROI tracking, sponsorship program, program management/strategy and social media
- Helped build the new marketing team. Travel: 50%

Microsoft | Contract Project Mgr, Conferences | Redmond, Washington

Jun 2010 - Dec 2012

- Produced and executed Microsoft Lync C-level product launch conferences in Rome, London, and Redmond
- Secured and managed corporate sponsorships resulting in 150% revenue for additional programs
- Maintained relationships with all internal and external stakeholders, including high level executives
- Designed marketing campaigns, PR, newsletter, and all conference communications
- Attained conversion and sales goals post-conference
- Collaborated with Speaker/Content Manager to provide support as needed. Travel: 50%



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