

TAMMY CONTRERAZ

GLOBAL EVENT & EXPERIENTIAL MARKETING LEADER WITH 16+ YEARS PRODUCING HIGH-IMPACT TECHNOLOGY EVENTS

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TRACERY STUDIOS | Marketing & Events Director

Europe & North America | Apr 2016 - Present

- Lead marketing, experiential events, community programs, and strategic partnerships for technology organizations across North America and Europe including DevSecCon, Fastly, Replicated, Voxgig, East Meets West, Honolulu Tech Week, Port of San Diego and the 1000 Ocean Startups Initiative
- Produce conferences, executive retreats, off-sites, product launches, VIP experiences, and community activations from concept through on-site execution
- Develop integrated marketing and audience growth strategies across content, social media, partnerships, and multi-channel campaigns to increase engagement and brand visibility
- Partner with founders, executive teams, and industry stakeholders to build high-impact experiences and community driven initiatives
- Plan and oversee luxury destination weddings and private events across British Columbia and Hawai'i

SNYK LIMITED | Global Conferences Manager - DevSecCon

London, remote | Jun 2019 to Sep 2020

- Joined Snyk's Developer Relations team following the acquisition of DevSecCon, after previously supporting the conference series as an independent contractor for two years
- Helped scale DevSecCon from three to seven annual international conferences across North America, Europe, and Asia
- Collaborated on community and content initiatives that contributed to 40% audience growth and expanded global engagement
- Led conference strategy and production including sponsorships, speaker management, content programming, marketing campaigns, branding, and community development
- Implemented a new sponsorship program resulting in a 65% increase in sponsor participation

NEARFORM | Senior Marketing Executive

Tramore, Ireland | Jan 2015 to Dec 2016

- Built and led a five-person marketing and events team at a global Node.js consultancy, supporting company growth and team development
- Restructured and expanded NodeConf EU, increasing brand visibility, attendee growth, and overall event portfolio impact
- Developed and executed integrated marketing, sponsorship, and event strategies across conferences, roadshows, meetups, and community programs, consistently exceeding team goals and KPI targets
- Led demand generation, content, and community growth initiatives while partnering cross-functionally across executive leadership, sales, engineering, and marketing teams in a rapidly scaling environment
- Managed 50% international travel across North America and Europe

HEROKU/SALESFORCE | Sr. Mgr, Developer Marketing

San Francisco, California | Jan 2014 to Nov 2014

- Led developer event strategy and execution for global event portfolios including developer conferences, international roadshows, executive experiences, and third-party industry events, driving sales pipeline growth and community engagement
- Partnered cross-functionally with Salesforce Developer Marketing on flagship events including Dreamforce, Salesforce World Tour, and Elevate, successfully positioning and expanding Heroku's presence within the Salesforce ecosystem
- Developed integrated marketing, sponsorship, and community engagement strategies supporting demand generation, brand awareness, and sales initiatives
- Curated high-level executive and VIP experiences while overseeing budgets, sponsorship programs, ROI tracking, and event operations

MICROSOFT | Contract Project Manager, Conferences

Redmond, Washington | Jun 2010 to Dec 2012

- Produced C-level product launch conferences across Europe and North America
- Secured sponsorships generating 150% additional program revenue

