

Tara Morts

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[LinkedIn Profile](#)

Professional Summary

Award-winning marketing leader with 20+ years of experience transforming brands through strategic design, digital innovation, and cross-platform campaigns. From real estate to retail, I've built creative strategies that generated \$20M+ in sales, elevated visibility, and moved audiences. Known for bold ideas, streamlined systems, and branding that drives results.

Professional Experience

Warehouse of Fixtures TNG, Marketing Director

Nov 2022 - Present

- Directs full-scale marketing strategy, producing high-quality digital and print assets that elevate brand presence and drive engagement.
- Leads integrated multi-channel campaigns across web, social, and print, aligned with sales goals and revenue targets.
- Optimizes website performance and content, boosting visibility, user experience, and lead generation.
- Partners with sales leadership to design targeted promotions, increasing conversion rates and market share.
- Ensures strict brand consistency across platforms, reinforcing trust and recognition.

United Country Missouri Land & Home, Marketing and Office Manager

Apr 2021 - Nov 2022

- Directed marketing initiatives driving \$20M+ in property sales through strategic campaigns and branding.
- Produced high-impact digital and print content that consistently delivered above-asking-price sales results.
- Built and managed multi-channel marketing strategies, strengthening visibility and lead generation.
- Collaborated with realtors and vendors to create cohesive promotions that increased buyer engagement.
- Elevated brand standards across all channels, ensuring consistent messaging and trust.

MBS Textbooks, Graphic Designer

Oct 2019 - Mar 2020

- Spearheaded website redesign initiatives, improving digital engagement and aligning design with brand identity.
- Produced creative visual assets across digital and print platforms to drive promotions.
- Partnered with stakeholders to deliver impactful design strategies that supported marketing campaigns.
- Elevated product visibility through consistent, on-brand design solutions.
- Strengthened overall brand identity across channels.

Department of Economic Development, *Graphic Design, Marketing, & Event Planning*

Apr 2017 - Oct 2019

- Created promotional campaigns for Missouri One Start, increasing brand visibility and engagement.
- Developed co-branded recruitment materials with businesses to attract top talent.
- Managed social media and digital displays to deliver timely content to target audiences.
- Produced marketing guidelines and promotional assets supporting state-wide initiatives.
- Boosted program visibility through creative, consistent messaging.

305 Design Studio, *Graphic Design, Marketing, & Owner*

Oct 2014 - Apr 2017

- Founded and grew independent design studio, delivering creative marketing solutions tailored to client goals.
- Produced branding, digital, and print assets that enhanced visibility and customer engagement.
- Managed B2B accounts and vendor partnerships to ensure quality marketing deliverables.
- Elevated client satisfaction and retention through customized campaigns and design.

San Antonio Shoemakers, *Graphic Design, Marketing, & Event Planning*

Oct 2012 - May 2014

- Directed global rebrand and marketing campaigns, increasing international visibility.
- Produced branding assets and event marketing to enhance retail and wholesale presence.

Graphic Connection, *Graphic Design & Marketing*

Mar 2011 - Jul 2012

- Designed event graphics and marketing collateral to boost brand visibility.
- Delivered creative solutions that drove engagement and client satisfaction.
- Developed visual branding assets that supported promotional campaigns.

Competencies, Award, & Certifications

- **Core Competencies:** Marketing Strategy, Brand Management, Project Management, Campaign Development
- **Tech Stack:** Adobe Creative Suite, Zoho One, HubSpot, Google Ads, SEO, Microsoft Suite, SaaS Development/Implementation, Website (Design, Building, & Management).
- **American Graphic Design Award:** Recognized for excellence in campaign design and visual storytelling
- **Bronze Prisma Award:** Awarded for outstanding marketing execution and design innovation

Education

Masters in Interactive Media | May 2022 | University of Missouri, Journalism School

Bachelors Degree | Graphic Design | March 2008 | The Art Institute, Phoenix