

Tasha N. Tavaras

59 Central Park Dr. Hapeville, Ga. 30354

P: 404.484.1779

E: tntavaras@gmail.com

W: www.tntavaras.com

Summary

Self-motivated and organized professional with more than seven years' experience. Strong background in marketing and public relations, specializing in event coordination, project management and social media marketing.

Experience

Event Coordinator, BlacOrchid Inc.

Atlanta, Ga. —2016

Accomplishments

- Developed and implemented ArtWorkx – a silent art auction to benefit local non-profit Soulstice Inc.
- Garnered over \$7000 in in-kind donations
- Raised over \$1100 to benefit the organization

Intern, Historic Oakland Foundation – Marketing and Public Relations

Atlanta, Ga. —2015

Accomplishments

- Assisted in creating a successful marketing campaign for Tunes at the Tombs
- Created and populated a weekly blog maintained on the organizations website
- Created social media marketing content and schedules for the organization
- Assisted with the promotion of the organizations Fall special events, Sunday in the Park and Capturing the Spirit of Oakland

Consultant, Sevananda Natural Foods, Bliss in Me Candles, and Soulstice Inc.

Atlanta, Ga. —2013-2014

Accomplishments

- Created and updated social media for Bliss In Me Candles, Sevananda Natural Foods and Soulstice Inc.
- Kept the schedule for Co-Op 101, Sevananda's radio station, securing interviews with many top names in food safety
- Created and maintained the demo schedule for Sevananda, helping to bring new vendors in to demo new products

Arts and Education Coordinator, Sevananda Natural Foods

Atlanta, Ga. — 2010-2013

Accomplishments

- Worked closely with instructors to create cohesive classes that helped create and enrich shoppers and member-owners about their health and well being
- Created E-blasts and updated social media which garnered over a thousand new contacts and over four hundred new members
- Assisted in coordinating several successful member drives and fundraisers,

including *Dog Days of Sevananda*, a first time event that raised over \$800 dollars for *PAWS Atlanta*

- Created and coordinated *WinterFest*, an artist market that showcased over 30 local artists and craftsmen
- Managing editor, writer and reviewer for *Co-Options*, Sevananda's monthly newspaper

Buyer, Sevananda Natural Foods

Atlanta, Ga. — 2001-2010

Accomplishments

- Increased General Merchandise sales by 80%
- Provided exemplary customer service, fielded special orders, requests, and handled any customer suggestions
- Created and kept a departmental budget of \$50,000 annually
- Cultivated great relationships with vendors and representatives, ensuring that we received the best prices and the most up to date merchandise
- Coordinated and kept effective and accurate inventory

Education

Savannah College of Art and Design

MA Arts Administration — anticipated in March 2016

Savannah College of Art and Design

BFA Photography — 2004-2008

Skills

- Resourceful, self-confident, energetic and creative; adept in building and developing strong team and customer relations
- Exceptional time management, organizational and communication skills
- Committed to organizations vision and leadership
- Highly motivated by challenges and committed to achieving goals
- Innovative in designing and carrying out projects
- Excels in program management, event planning, training and facilitation
- Experience supervising staff and volunteers
- Experience securing event sponsors
- Detail orientated and works well under pressure
- Knowledgeable in social media, marketing ,creating PR and marketing plans
- Well versed in various versions of design and digital enhancement software such as Excel, Adobe Creative Suite, Outlook, PowerPoint and WordPress

Organizations

Girl Tank

Executive Board of the SCAD Atlanta Chapter