

# TS TIFFANY SNYDER

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## Marketing & Brand Marketing and PR Leader | Brand Campaigns & Communications Strategy

**Creative, data-informed** Creative, data-informed marketing and communications professional with a proven track record of building brand equity and leading full-funnel campaigns that drive engagement, revenue, and strategic growth. Adept at leading cross-functional teams, developing compelling brand narratives, and executing public relations strategies in fast-paced industries including entertainment, beauty, wellness, and consumer goods.

- Multi-Channel Marketing
- Communications & Media Strategy
- Brand Management & Development
- Go-to-Market (GTM) Strategy & Execution
- Conversion Rate Optimization (CRO)
- Campaign & Project Leadership
- Account Management & Growth
- Social & Paid Media Strategy
- PR Campaigns & Media Outreach
- Influencer & Community Marketing
- Performance Marketing Optimization
- Team Leadership & Development
- Retention & Funnel Optimization
- Crisis & Reputation Management
- Email Marketing & CRM Platforms
- Data-Driven Marketing Insights
- Lifecycle Marketing

## PROFESSIONAL EXPERIENCE

### Lenus eHealth | Irvine, CA | 2021 – Present

*Health & fitness application partnering with the top 5% of online coaches to power their growth and create a happier, healthier world.*

#### Marketing & Brand Consultant + Business Manager

Acting as a full-service strategic partner and chief of staff to a portfolio of 25+ wellness and fitness influencers, managing brand development, business operations, and marketing strategy to launch and scale online coaching platforms.

- Developed 25+ personal coaching brands across social and e-commerce platforms, leveraging story-driven content to grow leads by 75%+.
- Managed \$200K+ in paid media for 25+ coaching brands on Meta and TikTok, optimizing campaigns for a 5.6x average ROAS through audience segmentation and creative testing.
- Recruited and trained assistant coaching teams using standardized onboarding protocols, accelerating program delivery by 45% and boosting client satisfaction by 20%.
- Utilized Google Analytics, social media insights, and CRM dashboards to analyze funnel drop-off points, reducing churn by 18% and refining client retention workflows.
- Led full-funnel campaign execution across Instagram, TikTok, and email for a 25-coach portfolio, generating \$2.5MM+ in combined annual recurring revenue.
  - Sustained an average of 15% monthly business growth by aligning brand messaging with market trends, achieving #2 ranking in SoCal and #4 nationwide.
  - Consistently ranked among the Top 3 Account Managers (2021–2023) across national teams based on client revenue growth and satisfaction scores.

*"I can't say enough amazing things about Tiff and the incredible impact she's had on my online coaching business. As an online coach for women, working with Tiff has been an absolute game-changer. From the very beginning, Tiff took the time to understand my vision, my goals, and the unique needs of my clients. She's not only been a brilliant account manager but also a trusted advisor throughout every step of my business' growth. Tiff's expertise in marketing and operations has allowed me to focus on what I do best — coaching my clients — while she handles the behind-the-scenes magic. Her insights into the Lenus platform have helped me optimize my processes, allowing me to better serve my clients and grow my business. She's always a step ahead, making sure I'm equipped with the right tools and strategies to succeed." - Abby M., Givemhealth*

### Orangetheory Fitness | Los Angeles, CA | 2019 – 2021

*Global fitness company with over 1,000 franchise locations throughout the United States.*

#### Marketing Associate (2020 to 2021) | Sales Associate (2019 to 2020)

Led local marketing initiatives to increase membership, boost retention, and build community engagement.

- Executed localized campaigns such as “Never Miss a Monday” and “Transformation Challenge,” increasing member sign-ups by 20%+.
- Orchestrated multi-channel marketing across email, paid ads, and social media, leveraging audience insights to boost campaign engagement by 25% through A/B testing and audience targeting.
- Developed in-studio and out of studio events and loyalty initiatives, contributing to an increase in member retention.
- Analyzed customer data via CRM tools to personalize offers and messaging, leading to an 18% lift in lead-to-signup conversion.

### **Pacific Dental Services | Mission Viejo, CA | 2019 – 2023**

*Dental support organization (DSO) that provides business and administrative services for dental offices.*

#### **Freelance Marketing Manager**

Spearheaded end-to-end marketing and communications initiatives to raise brand awareness, increase target audience engagement, and bridge communication gaps between corporate leadership and dental practices.

- Created branded email campaigns, infographics, and social content to promote new technologies, increasing internal open rates by 20%.
- Unified communications across 50+ dental offices, helping reduce patient communication errors by 30%.

### **The Confluence PR Group | Los Angeles, CA | 2019 – 2020**

*Boutique creative agency providing full-service publicity and content strategy services to leading brands.*

#### **Publicist | Copywriter (2019 to 2020)**

Promoted from intern to lead publicist, managing campaigns and media relations for a wide range of clients including startups, Fortune 500 companies, consumer products, entertainment, wellness, and more.

- Secured 100+ media placements in Forbes, Billboard, ABC, and other top-tier outlets, driving substantial increases in brand exposure and engagement.
- Directed PR campaigns that generated five feature articles per launch, reaching 10M+ readers per cycle.
- Created and distributed 50+ press kits using Cision and Meltwater; garnered 100+ placements with a combined reach of 50M+.
- Built and executed a values-driven campaign for Gracias Madre, culminating in national coverage on ABC’s “Local Ish” and events.
- Developed brand-aligned social media campaigns across Instagram and Facebook, boosting engagement by 3.5%.
- Launched Berklee College of Music’s campaign during the Me Too movement, highlighting female leadership and securing a Billboard feature.
- Led staff training and created onboarding SOPs that improved team productivity and reduced turnover.

#### **Publicity Associate | Copywriter (2019)**

Led an offshore team and two interns, orchestrating PR campaigns for consumer goods and live event clients. Designed account-level strategies, coordinated marketing events, and authored press releases.

- Secured over 50 media placements in outlets such as Forbes, Billboard, and ABC.
- Leveraged campaigns to increase exposure and sales; maintained a 1.74% social media engagement rate.
- Co-developed a creative content strategy for an Anheuser Busch product, resulting in 1K+ followers in 30 days.

**ADDITIONAL ROLES:** Pittsburgh Penguins Hockey, Media Relations Associate

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## **EDUCATION**

**THE PENNSYLVANIA STATE UNIVERSITY** – Bachelor of Arts (BA) in Advertising, Public Relations & Crisis Communications

#### **Software:**

**CRM & Email Marketing:** Salesforce, HubSpot, Mailchimp, FloDesk, Zoho

**Ad & Social Platforms:** Meta Business Suite, TikTok Ads Manager, Later, Sprout Social

**PR & Media Tools:** Cision, Meltwater, PRNewswire, Muck Rack

**Design & CMS:** Adobe Creative Suite, Canva, WordPress, Webflow, Wix

**Analytics & Data:** Google Analytics, Advanced Excel