

Tara Nave Marlow

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Key Strengths

- Taking a project from vision to implementation
- Building & maintaining strong relationships
- Marketing & public relations
- Managing federal grants from proposal to delivery to compliance
- Coordinating events from conception to execution
- Experienced with Microsoft Office Suite including Word, PowerPoint, Excel, Access, Publisher, & FrontPage; Adobe Dreamweaver & Photoshop; HTML
- Team-oriented and willing to do what is necessary to get a project to completion

Work Experience

Technology 2020

1996 to Present

Director of Marketing, Partnerships, & Community Relations

- Created marketing materials, press releases, websites (3), & social media presence
- Grew the Innovation Valley Tech Council from 25 to 250 member companies
- Grew Tech Council operations budget from start up to over \$250,000
- Ran monthly meetings that grew in attendance by 240%
- Generated income from sponsorships, event fees, & membership dues
- Managed larger conferences including an annual technology conference, Tennessee Valley Venture Forum, & Global Venture Challenge
- Began CEO Council & CIO Council to encourage sharing of best practices among peers
- Actively worked with ORNL to initiate the Innovation Valley Nano Alliance, bringing in new companies to the region
- Wrote proposals and received grants from DOE, ARC, & EDA of over \$950,000

Marketing & Market Research Consulting

1996

- Developed marketing materials, conducted market research, & represented clients including: Alliance for Quality Care; CTI Molecular Imaging, Inc.; Paragraphics & D*Sign; ProBusiness Communications dba *Today's Business*

Best Reception Systems, Inc.

1995-1996

Manager of Market Research/Marketing Controller The Identity Group

- Developed and implemented market research programs including focus groups, surveys, market position studies, & product feasibility studies
- Managed departmental budget & general accounting activities
- Developed marketing materials

CTI Molecular Imaging, Inc. **1991-1995**

Marketing Coordinator

- Developed, published, & distributed promotional materials for the Siemens international nuclear medicine sales force including brochures, data sheets, sales sheets, slide presentations, & videos
- Organized & worked trade shows
- Coordinated factory visits, site visits, & customer references
- Developed & implemented customer satisfaction survey
- Developed & monitored budget for marketing department

Roane State Community College **1989-1991**

Introductory and Intermediate Algebra Instructor

Citizens for McNally **1990**

Campaign Coordinator for Senator Randy McNally's re-election campaign.

Science Applications International Corporation **1987-1989**

Staff Member

- Developed ***Probability: The Language of Risk***, a reading lesson and exercises included in "Managing our Nation's Nuclear Waste," a teacher's kit for grades 9-12, U.S. Department of Energy
- Updated INFOLINK, a data base that tracks the development and national distribution of public information products for the U.S. Department of Energy

Education

MBA & B.S. Mathematics Auburn University, Auburn, Alabama

Community Activities

- **Oak Ridge Economic Partnership**
Existing Business Development Committee & Workforce Development Committee
- **Oak Ridge High School**
Oak Ridge Business & Information Technology Academy Advisory Board & Manufacturing Technology Academy Advisory Board
- **Anderson County Workforce Employer Outreach Committee**
- **East Tennessee Association for Female Executives**
- **Energy Capital Toastmasters**