



Tawni Janine Perry



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Dear Hiring Manager,

I am a multidisciplinary marketing and communications professional with over a decade of experience spanning graphic design, brand strategy, content development, and digital marketing. I am excited to express my interest in joining your team, bringing a proven ability to elevate brand presence, translate complex ideas into compelling narratives, and support business growth through strategic creative execution.

In my current role as **Marketing Associate at Singular Builders**, a commercial general contractor specializing in complex, high-end construction projects, I lead all marketing and communications efforts across the organization. My responsibilities include brand strategy, proposal and pursuit coordination, project storytelling, digital presence, and internal communications. I collaborate closely with executive leadership, project teams, and external partners to ensure consistent messaging and visual alignment across proposals, presentations, brochures, award submissions, and large-format graphics. Through this work, I have strengthened brand consistency, improved proposal quality, and increased visibility across digital and industry platforms.

Previously, I served as **Marketing Content Program Manager at Cinnamon Energy Systems**, where I led the planning, creative direction, and execution of video and audio content that elevated consumer awareness and positioned the company as a thought leader in home electrification. I implemented streamlined project management systems to ensure the seamless production of high-quality content across multiple platforms, driving engagement and supporting long-term brand growth.

Earlier in my career, I worked as **Brand Designer for Ladykind, DermaQuest, and Allure Labs**, where I spearheaded visual concept development, product packaging design, and promotional marketing for both B2C and B2B audiences. Notably, I played a key role in Ladykind winning the **Best CBD Tincture** award at its inaugural trade show, demonstrating my ability to merge strategic design with results-driven marketing.

Additional career highlights include:

- Leading and organizing large-scale events such as trade shows, pop-ups, client appreciation events, and industry conferences
- Developing cohesive brand systems and optimizing social media strategies across Instagram, Facebook, and LinkedIn
- Managing end-to-end content creation, including design, copywriting, and performance analysis, for organizations overseeing assets exceeding \$100 million
- Winning **The Reelies Best Pet Reel Award (September 2024)** and **The Reelies Best Caught-On-Camera Reel Award (September 2025)**, recognizing innovative, high-impact content creation in a competitive digital landscape

I thrive in fast-paced, collaborative environments and am motivated by opportunities that allow me to blend creative leadership with strategic thinking. I am eager to contribute my experience, adaptability, and passion for storytelling to support your organization's goals and continued growth.

Thank you for your time and consideration. I look forward to the opportunity to discuss how my skills and experience align with your team's vision.

Sincerely,

Tawni Perry

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