



# Tawni Janine Perry



[www.tawnijanine.com](http://www.tawnijanine.com)



[@tawnijanine](https://www.instagram.com/tawnijanine)



[www.linkedin.com/in/tawniperry](https://www.linkedin.com/in/tawniperry)



[www.behance.net/tawnijanine](https://www.behance.net/tawnijanine)

Tawni is a multidisciplinary marketing and communications professional with over seven years of experience across brand strategy, graphic design, content development, and digital marketing. With a strong foundation in design and storytelling, she creates cohesive brand narratives that drive visibility, engagement, and business growth. Her work bridges creative execution and strategic planning, making her a trusted partner to leadership and cross-functional teams. She is focused on continuing her growth toward a Creative Director role, guiding brand vision and creative strategy at a leadership level.

## WORK EXPERIENCE

### Marketing Associate

*Singular Builders* | San Francisco, CA | July 2025–Present

Responsible for managing and executing all marketing and communications efforts for Singular Builders, a commercial general contractor specializing in complex, high-end construction projects. Leads brand strategy, proposal coordination, project storytelling, and digital presence across platforms. Collaborates closely with executives, project teams, and external partners to ensure consistent messaging and visual alignment across all touchpoints, including RFPs, RFQs, website content, social media, and event materials.

### Marketing Content Program Manager

*Cinnamon Energy Systems* | Los Gatos, CA | August 2023–July 2025

Led content strategy and production for The Energy Show, overseeing planning, scheduling, and execution to ensure consistent, high-quality delivery. Directed creative projects across multimedia formats, including video, podcast, social, and written content. Designed and organized marketing collateral, coordinated events, managed content libraries, and developed compelling storytelling for podcast summaries, social media, and sales materials to drive brand awareness and customer acquisition.

### Brand Designer

*Ladykind* | *DermaQuest* | *Allure Labs* | Hayward, CA | July 2021–May 2023

Developed visual concepts, packaging, and promotional assets for B2C and B2B brands in the beauty and wellness space. Managed e-commerce branding initiatives, supported event marketing, and created optimized social media content. Played a key role in maintaining cohesive brand identities across digital and physical platforms while supporting community engagement efforts.

### Social Media Project Manager & Graphic Designer

*Serge Creator Studios* | Los Angeles, CA | November 2020–June 2021

Led social media content production and campaign execution for multiple clients. Designed graphics, edited video content, and collaborated with internal and external teams to deliver creative assets aligned with client goals and timelines.

### Digital Marketing Specialist

*Daulat* | Hayward, CA | June 2020–October 2020

Led digital marketing efforts for an energy-focused startup, managing social media, paid advertising, content production, and email automation. Developed core content strategy, executed multi-platform campaigns, ensured regulatory compliance, and tracked performance through KPIs.

### Marketing Coordinator

*Insight Wealth Strategies* | San Ramon, CA | October 2018–March 2020

Managed website updates, coordinated client events, and executed digital marketing campaigns. Redesigned branding materials, optimized CRM workflows, launched LinkedIn lead-generation initiatives, and streamlined email drip campaigns to improve engagement and efficiency.

## CONTACT INFORMATION

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## EDUCATION

- Bachelor of Arts in Design Studies with concentration in Graphic Design | San José State University
- Activities: Delta Zeta Sorority, Color Guard – Pride of the Spartans Marching Band

## AREAS OF EXPERTISE

- Marketing Strategy & Brand Development
- Graphic Design & Visual Identity
- Proposal & Qualification Support
- Content Creation & Storytelling
- Social Media Strategy & Digital Campaigns
- Event Marketing & Coordination
- Cross-Functional Collaboration

## SOFTWARE & TOOLS

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro)
- WordPress
- Shopify
- MailChimp / MailerLite
- Microsoft Office
- Google Workspace
- Trello
- Monday.com
- CRM & Email Marketing Platforms