Tiffany K. Fletcher

INTEGRATED MARKETING SPECIALIST · CONTENT & CAMPAIGNS

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Toronto, ON

Integrated marketing specialist with 8+ years of story-led, measurable campaigns for a premium DTC beauty brand across six global markets. I shape the strategy and build the work myself, from email and SMS lifecycle to organic social, ecommerce, on-air creative, photography and copy, plus freelance paid social.

EXPERIENCE

Digital Marketing & Content Coordinator

Elizabeth Grant Skin Care · Toronto, ON · Jan 2023 to Present

- Put our founding family at the centre of organic social. Family posts reached 34% more people than the rest in my first in-house era (median), and I later raised family Reels from one in six to nearly two in five.
- Took Instagram back in-house from an external agency in October 2025. Median reach per Reel is level with the agency's, and was 42% higher in my first in-house era (2022 to 2024). Engagement is level in all three.
- Sole content lead for 6 global teleshopping channels: positioning and on-air creative. The sea cucumber launch I positioned sold through 96.6% on QVC Germany (Oct 2025), ahead of the new products in 12 of the channel's previous 21 shows, and the line has since grown from three products to seven.
- Rebuilt Klaviyo segments around opted-in, engaged subscribers and removed bot clicks and Apple privacy opens from reporting; monthly bounces then fell about two-thirds.
- Our 2025 email campaign click rate (3.37%) rated Excellent, top 25%, in Klaviyo's peer benchmark. From April to June 2025, Deal of the Month emails drew 89% more clicks and 96% more attributed order value from 75% fewer recipients.
- Carried out our June 2024 SMS move from Postscript to Klaviyo. Deal of the Month texts rose from a 4.5% to a 12.1% click rate (Apr to Jun 2025) while reaching about 45% more recipients.
- Relaunched Flash Friday as Deal of the Month in 2025; its May and June bundles have sold about 390 units to date.
- Manage a content calendar spanning 30 to 50 product launches a year across email, social and web.
- Concept, shoot, edit and publish in-house: product and lifestyle photography, short-form video and Reels in Adobe CC, Premiere Pro, CapCut and Canva.
- Write copy for social, email, PDPs, landing pages, blogs and on-air scripts.
- Support the Shopify Plus storefront: PDP builds, collections, landing pages, tags and campaign creative.

Marketing Assistant

Elizabeth Grant Skin Care · Toronto, ON · Mar 2020 to Jan 2023

- Pitched and built Flash Friday, a VIP-first email and SMS bundle promotion that sold 211 units of shelf-life-limited stock for CA$16,242 in net sales.
- Maintained 300+ product listings across Shopify Plus and WordPress with accurate, on-brand, SEO-optimized copy.
- Supported integrated campaigns across social, email and web: content calendars, asset delivery and Klaviyo email deployment.

Marketing Intern

Elizabeth Grant Skin Care · Toronto, ON · Jan 2018 to Mar 2020

- Supported content scheduling, community management and cross-channel execution across social, email and web.

FREELANCE & VOLUNTEER

Freelance Social & Paid Media Consultant

Legacy Tattoo Studio · Toronto, ON · Oct 2025 to Dec 2025

- Set up Meta paid social for a tattoo artist: installed the Meta Pixel, rebuilt the booking page for mobile, set up automated FAQ replies and produced the ad creative.
- Launched a lead campaign on a CA$15-a-day client budget, then trained the owner to run her ads herself.

Digital Content & Community Volunteer

HelpAWS · St. Lucia, W.I. (Remote) · Jul 2022 to Present

- Write social content, web copy and adoption bios for an animal welfare nonprofit, and support fundraising campaigns and community management.

SKILLS

Integrated Campaign Strategy · Content Strategy · Creative Direction & Briefs · Copywriting & Brand Voice · Email & SMS Lifecycle · Segmentation & A/B Testing · Organic & Paid Social · Community Management · Influencer Marketing · Ecommerce & PDP Content · Photography · Short-Form Video & Editing · Content Calendars · Analytics & Reporting

TOOLS

Email & SMS: Klaviyo, Postscript, Mailchimp, ActiveCampaign

Ecommerce: Shopify Plus, BigCommerce, WordPress

Paid & Social: Meta Ads Manager, Meta Business Suite, Later, Reddit Ads (certified)

Analytics: GA4

Creative: Adobe Creative Cloud, Premiere Pro, CapCut, Canva, Figma

Productivity: Notion, Monday.com, Trello, Microsoft Office

CERTIFICATIONS

Klaviyo Product Certificate, Klaviyo Academy · **2025**

Klaviyo Email Deliverability Certificate, Klaviyo Academy · **2025**

Digital Marketing Certification, BrainStation, Toronto, ON · **2025**

EDUCATION

Centennial College, Advanced Diploma with Honours, Business Administration, Marketing. Scarborough, ON · **2016 to 2020**

Toronto Camera School, Lifestyle and Product Photography course. Toronto, ON · **Completed**