

# Tami Carter

Content Program Manager | Conference Producer | Marketing Leader

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## EXPERIENCE

### Head of Content, Conference Portfolio Manager — *Informa, San Francisco, CA*

2016 - PRESENT

Leads Informa's US-based Cloud and Enterprise portfolio, managing a cross-functional team to produce 3 multi-track events a year: Container World, Cloud Security Summit and SDxE.

- Responsible for end-to-end event design, from education to networking, sponsorships to pre/post event engagement.
- Researches, identifies market opportunities and creates event strategy/positioning for launches and established events.
- Develops multi-track conference agendas, sources and curates content, and recruits speakers and advisory board members.
- Works with marketing to create and execute the event marketing/demand generation plan, including defining business goals, KPIs, marketing channels and programs.
- Launched and drives content marketing program to build audience and establish the brand.
- Measures, analyzes and reports on results of marketing programs and event benchmarks.

### Head of Marketing — *Conteneo, Mountain View, CA*

2011 - 2016

Lead all marketing efforts for this collaboration software startup.

- Launched the community-driven unconference series Playcamp. Produced 11 events on 3 continents in its first year.
- Managed all aspects of Conteneo's user conferences, from content and speaker recruitment to venue selection/logistics and marketing, including managing event website, digital campaigns (SEO, PPC, email, social) and registration.
- Designed creative sponsorship activities, including Flickr photo contests, collaborative booth activities (games, giveaways) and unique bag inserts (games/how-to guides).
- Organized advisory board meetings and "design jams" to get input from customers and partners on product direction and roadmap.

## Highlights

8+ years experience **leading cross-functional teams** (production, marketing, sales, operations) to produce 3-4 multi-track technology events per year (200-3,000+ attendees).

**Startup-minded:** **Launched** Playcamp series with volunteer team. **Scalable, repeatable process** and event template allowed us to produce 11 global events in the first year.

**Technical Content Curation Skills:** Researched, recruited speakers and built conference agendas and content (blogs, newsletters, webinars) for the software development and enterprise IT market.

6 years of **high tech marketing experience**, including **Demand generation** and event promotion **strategy and execution** for established and launch events, product launches and campaigns.

## **Community Director** — *Innovation Games, Mountain View, CA*

2010 - 2011

- Developed global training program, including Instructor-recruitment, marketing, community development and logistics. Delivered 10–20 classes a year.
- Managed online community to drive adoption of the company’s business games platform. Programs included weekly gaminars featuring facilitators and facilitator trading cards.
- Drove PR and thought-leadership activities, including whitepaper creation, speaker placement at industry events, press releases, social media marketing and event sponsorships.

## **Marketing Communications Manager** — *WCP Expo (now FreemanXP), San Francisco, CA*

2009- 2010

- Implemented and managed integrated marketing campaigns to build brand awareness and sales leads. Deliverables included a microsite, white papers, webinars and face-to-face events.
- Interviewed stakeholders and researched industry topics to write articles and presentations.
- Managed all press requests, writing talking points and fielding questions from reporters. Secured press coverage in industry publications and national press (including *USA Today*).

## **Conference Director, Software Development Events** — *UBM, San Francisco, CA*

2006 - 2009

- Managed a cross-functional team to produce 3-4 events per year, resulting in an average \$4M in revenue.
- Worked with partners to develop profitable events based on market demand. Joint ventures included .NET Roadshows and Stroustrup & Sutter on C++, resulting in the highest yield per attendee in event history.
- Moved organization from print to online/social media techniques, resulting in cost-savings of \$40K - \$80K per event in marketing costs, while improving attendee acquisition.
- Consulted with internal teams and outside partners to advise on event strategy and content for launches in US, China and Russia.

## **Conference Manager** — *UBM, San Francisco, CA*

2005 - 2006

- Developed conference programs with 200+ speakers.
- Recruited and maintained a network of 300+ industry leaders to act as speakers, advisors and freelancers.
- Conducted market research (focus groups, surveys, qualitative research) to ensure event content was on target for audiences.

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### **Technical Platforms/Skills**

Adobe Illustrator / InDesign

CVent/Eventbrite

Google Analytics

HTML/CSS

Marketo / Unbounce

Salesforce / SugarCRM

Wordpress/CMS Systems

### **EDUCATION**

**UC Berkeley Extension**—  
*Certificate in Digital Marketing*

**Louisiana State University**, Baton Rouge, LA— *MFA, Creative Writing*

**Hollins University**, Roanoke, VA— *MA, English Writing and Literary Theory*

**Hollins University**, Roanoke, VA— *BA, English Literature*