



TASHA HUGHES

SENIOR GLOBAL
MKTG & PR MANAGER
MEDIA PRODUCER
JOURNALIST

ABOUT ME ⚡

Exceptionally intuitive and emotionally intelligent global marketing & PR manager, high-volume video producer, photography director, and journalistic writer with a demonstrated history of working across time-zones in the building materials, architecture, and design industry, in specific relation to healthcare, education, hospitality, retail, and industry clients.

MOST-SPARKLING TALENTS ✨

Customer & Company Journalism
Informed Marketing & PR Strategy
Video Production & Interviewing
Amplifying VOC
Copyediting & Writing Direction
Jobs-to-be-done Innovation
Case Study Development
Social Media Strategy

CREATIVE GOLD STUDIO

- My business built & launched during the pandemic while unemployed.
- I'm exceedingly proud of producing this Geisinger Healthcare case study that resulted in multiple six figure sales for my client.

EDUCATION

HOFSTRA UNIVERSITY
New York

B.A. Public Relations | minor in Photography & Film

EXPERIENCE ★

ARMSTRONG FLOORING SENIOR CHANNEL MKTG MANAGER, COMMERCIAL

- Managing and executing for North America: Research based Marketing & PR Strategy, GTM & Commercialization, Customer & Company Journalism, Crafting Powerful Value Props, Media production, Recorded Interviews, Social & Web Content Strategy & Dev, Paid Media, Account Based Marketing, & E-News, Jobs-To-Be-Done anchored Ideation & Innovation. Work closely with Product, Sales, Brand, and Creative teams.

INTERFACE DIGITAL MARKETING & PR MANAGER FOR THE AMERICAS

- Managing, creating, and executing for the Americas business: Digital Marketing & PR strategy, Customer & Company Journalism, Video & photo production of prominent North America projects & events, Recorded Interviews, Crafting Powerful Value Props, Social & Web Content, Paid Media, Account Based Marketing, & E-News strategy, Jobs-To-Be-Done anchored Ideation & Innovation

NORA MARKETING & PR FOR NORTH AMERICA

- Pioneer the mktg programs that Interface acquired when buying nora in 2018
- Contributed to 33% sales growth over 5 year period - \$80 million to \$120 million in revenue.
- Grew marketing budget (& trust) from \$650k to \$1.3 million over 5 years
- Peep my full work history on [LinkedIn](#)

PERSONALITY ⚡

CliftonStrengths:

1. Achiever
2. Ideation
3. Empathy
4. Relator
5. Learner

I lead with Strategic Thinking.

Meyers-Briggs: **INFJ**

CUSTOMER JOURNALISM: CASE STUDIES

- This piece I wrote on the Lancaster Marriott is one of my favorites for Armstrong
- Case Studies I directed the production of for Interface
- Author profile
- Case Studies I produced, via writing, photo, and video at nora

PERSONAL PHOTOGRAPHY

- Peep my personal photography - what I love to shoot on my own

WHITEPAPERS / STUDIES

- Selection of the Whitepapers I've produced

VIDEO WORK ☆☆☆

Pre through post-production, from writing creative briefs, determining budgets, timelines, and logistics, handling releases, contracts, storyboarding, writing interview questions, conducting on-cam interviews, scheduling & managing crews and clients on-site, directing photography, script writing, working with voice-over talent, selecting music, and directing post.

- University of Indianapolis
- The Memory Center
- NYC Metro
- Northern Alberta Institute of Technology
- IIDA x Interface: Converge Series
- Science World: Vancouver
- Pillar Property Management
- Chicago School District 59
- Grand Valley School District
- Slidell Memorial Hospital
- Nemours Hospital for Children
- Reading Hospital
- Parkland Hospital
- University of Colorado @ Boulder
- Children's Hospital Alabama
- Spaulding Rehabilitation Hospital
- Installation Videos
- nTx Installation Videos
- Product Videos
- Study Videos



CONTINUING EDUCATION UNITS

- Continuing education in partnership with **Architectural Record**

WEB DEVELOPMENT

- Interface incorporation of nora
- North American regional nora site
 - Tied to a sales app & customer app I also held responsibility in managing content on

SOCIAL MANAGEMENT

- Interface
 - Facebook
 - Instagram
 - Pinterest
 - LinkedIn
 - Twitter
 - YouTube
 - nora North America YouTube

LET'S WORK TOGETHER!

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tashamarie@gmail.com

Peep my full work history on LinkedIn



PUBLICITY PLACEMENTS

A small selection of earned media placements. Approach and abstracts directed and strategized by myself in conjunction with internal SME's - supported by produced case study content, and weighed against editorial calendars.

- Flooring: When Clean Is Not Enough
Facility Management
- When the Rubber Hits The Floor: Patient Outcomes and Operational Efficiency
Supported by Rubber Flooring
Construction Specifier
- Creating Exceptional Learning Environments
Private University Products & News
- Flooring Standards Support Goals, Eliminate Complexities and Deliver Economies of Scale
Facility Care
- Rubber Flooring: Commuting with Comfort
Construction Specifier
- Rubber Flooring: A Healthy Choice for Patients and Staff
Construction Canada
- Rubber Flooring Goes to School: Savings and Performance in Educational Settings
Private University Products & News
- Flooring Can Care for Staff, as Staff Cares for Patients
Healthcare Facilities Today
- Flooring That Moves With Mass Transit
Mass Transit

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