

# LASHAE TANIMAWO

MARKETING SPECIALIST | CAMPAIGN EXECUTION | MESSAGING & ENGAGEMENT | STAKEHOLDER COLLABORATION

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## PROFESSIONAL SUMMARY

Results-driven Marketing Specialist with 5+ years of full-stack campaign execution across digital and consumer environments. Independently grew a 600K+ community, produced millions of views in video content, and drove 100,000+ in purchases for brand partners through end-to-end sponsored campaign management. Skilled in KPI tracking, stakeholder communication, multi-channel content development, and service line marketing with direct insider knowledge of healthcare operations and patient experience standards gained at Memorial Hermann Health System.

## PORTFOLIO PROJECTS

[Healthcare Marketing Campaign Case Study](#) | *Women's Health · Patient Acquisition*

- Designed and launched a full multi-channel patient acquisition campaign across email, web, and social targeting a women's health service line, simulated appointment bookings by mapping messaging directly to patient access barriers and conversion touchpoints
- Built ICP and three patient personas to sharpen targeting, reduce wasted reach, and align campaign messaging with real accessibility needs across every channel
- Developed creative concepts and campaign assets ensuring consistent brand voice and driving awareness through each stage of the patient acquisition funnel
- Implemented a KPI tracking framework measuring reach, engagement, conversion, and booking intent, enabling performance optimization and data-driven decision making
- Delivered a full performance report with prioritized recommendations that improved simulated engagement outcomes and provided leadership with clear, actionable next steps

## TOOLS & PLATFORMS

**Marketing:** HubSpot · Google Analytics · Mailchimp

**Project Management:** Asana · Notion · Google Docs · Google Sheets

**Design & Content:** Canva · Figma · Google Slides · CapCut

**AI Tools:** ChatGPT · Claude

## PROFESSIONAL EXPERIENCE

**Co-Founder & Marketing Specialist** | [Nova AI Ops](#) · [B2B SaaS Startup](#) | 2025 – *Freelance*

- Owned full campaign execution from strategy to delivery, leading campaign planning, messaging development, and go-to-market initiatives that drove awareness and preference across multiple audience segments
- Collaborated with cross-functional stakeholders to align marketing efforts with business objectives, ensuring effective project management and timely execution across teams
- Developed messaging and narrative frameworks, building clear positioning and content that resonated with target audiences and supported organic marketing growth
- Tracked and analyzed KPI performance using HubSpot and Google Analytics, applying data-driven decision making to optimize campaigns and improve outcomes
- Managed vendor and creative team relationships, maintaining budget tracking and clear communication to deliver assets on time and within scope
- Translated marketing performance insights into stakeholder-ready recommendations, supporting decision-making and continuous campaign optimization

**Content Creator & Marketing Specialist** | [Instagram](#) · [YouTube](#) · [TikTok](#) · [Facebook](#) | 2020 – *Freelance*

- Single-handedly executed full-stack campaign execution across Instagram, YouTube, TikTok, and Facebook, growing a 600K+ community with zero paid budget through organic marketing and audience-first content development
- Applied market research and competitive positioning to identify content gaps, refine messaging and narrative development, and increase engagement and audience retention across all platforms
- Managed brand sponsorship and vendor relations end-to-end, negotiating deliverables, fulfilling sponsorship elements on time, and ensuring all content aligned with partner brand guidelines and objectives
- Drove \$100,000+ in purchases for brand partners through sponsored campaigns, managing the full scope alone from pitch to performance report
- Tracked KPI performance and engagement metrics across sponsorship and organic content, delivering data-driven reporting to brand partners and optimizing strategy based on results

**Customer Service Specialist** | [Memorial Hermann Health System](#) | 2019 – December 2020

*Transitioned to full-time stay-at-home parent and household manager*

- Supported patient-facing communications in a high-volume healthcare environment, ensuring positive consumer experiences consistent with hospital service line standards
- Collaborated with cross-functional clinical and administrative teams to resolve service issues, maintaining confidentiality of sensitive patient information
- Built foundational knowledge of healthcare operations and service line structure, directly informing the ability to support and execute healthcare marketing initiatives

## EDUCATION

Associate's Degree, Business | Houston City College | Enrolled | Expected Graduation 2027

Bachelor's Degree, Marketing | In Progress

MBA, Marketing + Healthcare Management | Planned