

Tiffany Brandt

Cedar Park, TX | [LinkedIn](#) | [Email](#)

Sales Enablement | Adoption | Go-to-Market

Sales enablement and product marketing professional with 9+ years of experience helping organizations successfully launch products, onboard users, and drive adoption through scalable training, customer education, and cross-functional execution. Experienced translating complex products, tools, and business initiatives into practical onboarding programs, workshops, playbooks, and enablement resources that improve adoption, readiness, and customer confidence.

Known for bringing structure to ambiguous projects and building repeatable frameworks that improve consistency, adoption, and execution. Led initiatives that increased tool adoption by 42% across 400+ users and reduced production time by approximately 30% through workflow optimization and operational improvements.

EXPERIENCE

Marketing & Enablement Consultant | Self-Employed *2024 – Present*

- Develop onboarding resources, sales enablement programs, and scalable operational systems that help teams adopt new processes and execute more consistently.
 - Design repeatable marketing infrastructure that reduced production time by approximately 30%.
 - Develop sales enablement resources including decks, one-pagers, campaign briefs, and documentation that supported launches and improved stakeholder communication.
 - Align messaging across 5+ stakeholders per project to ensure consistency across web, print, and email channels.
 - Translate campaign performance data and stakeholder feedback into clear value narratives that support post-launch engagement and optimization.
 - Collaborate cross-functionally with stakeholders to coordinate launch playbooks, messaging, and rollout readiness for new initiatives.
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Field Marketing Specialist | Coldwell Banker Realty 2020 – 2024

- Drove a 42% increase in tool adoption across 400+ agents by translating complex features into value-driven messaging and scalable property operational systems.
 - Designed and facilitated onboarding programs, workshops, and enablement initiatives for 100+ agents, improving sales readiness, product adoption, and confidence with new marketing tools.
 - Built scalable enablement systems including onboarding documentation, playbooks, job aids, and training materials that improved consistency and accelerated adoption of new tools and programs.
 - Coordinated cross-functional initiatives across marketing, sales, and leadership to improve communication, alignment, and execution.
 - Served as the voice of the field, translating agent feedback from 50+ events into messaging improvements, training updates, and adoption strategies.
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Marketing Specialist | Power Plate 2018 – 2020

- Supported cross-functional go-to-market execution for multiple product launches, coordinating launch frameworks, packaging, photography, messaging, trade show support, and customer-facing collateral.
 - Partnered with software development and leadership to launch the Power Plate Sales Kit mobile app, leading content architecture, UX organization, copywriting, QA, and customer education across 100+ product and training modules.
 - Generated \$62K in revenue over three months through targeted lifecycle email campaigns while increasing subscriber growth by 11%.
 - Managed 20+ monthly Mailchimp campaigns, overseeing segmentation, copywriting, creative production, deployment, and performance analysis.
 - Collaborated with leadership, agencies, PR, manufacturing, and creative partners to maintain consistent messaging across product launches and marketing campaigns.
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Marketing & Communications Specialist | Daily Herald 2016 – 2018

- Produced digital and print campaigns supporting events, contests, and regional promotions.

- Wrote and photographed sponsored content, increasing audience engagement.
 - Coordinated with editorial, sales, and advertising teams to deliver unified messaging.
 - Ran A/B tests on campaigns reaching 25K+ users, improving open and click-through rates.
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EDUCATION & CERTIFICATIONS

Google Analytics Certification (GA4) | Issued April 2026

BFA, Digital Photography | Illinois Institute of Art, Schaumburg, IL

SKILLS

Sales Enablement • Go-to-Market (GTM) • Revenue Enablement • Sales Readiness • Onboarding • Facilitator-Led Training • Workshop Facilitation • Playbooks & Job Aids • User Adoption • Cross-Functional Collaboration • Process Improvement • Marketing Automation • CRM Workflows • Product Adoption • Customer Education • Change Management • AI Productivity Tools • Knowledge Management
