

# DENNIS

C O R P O R A T I O N

## Kelly Tam Director of Marketing 1998 - Present (Career)



B.A. History  
University of South Carolina  
Upstate-1998

As Director of Marketing, Ms. Tam oversees all marketing and presentation materials for Dennis Corporation's project divisions and for outside clientele. Her previous work experience in the public relations, marketing and advertising industries allows Ms. Tam to offer full scale marketing services to a broad range of clients. Her duties at Dennis Corporation include:

- Advertisements
- Award Applications
- Brochure Design & Copywriting
- Corporate Literature
- Direct Mail
- Event Planning
- Letters of Interest
- Market Research
- Media Coaching
- Media Kits
- Press Releases
- Promotional Materials
- Proposal & Statement of Qualifications Preparation
- Public/Community Relations
- Trade Show/Career Fair Displays

Ms. Tam's project experience for Dennis Corporation includes:

- ❑ **Beaufort County 1% Sales Tax Program Project Management, Beaufort County, South Carolina** — Ms. Tam oversees community relations, public involvement, event planning and presentation materials related to this program.
- ❑ **Walter Brown II Speculative Building, Fairfield County, South Carolina** — Ms. Tam managed the design of an informative sign to promote this \$1.2 million dollar project for Fairfield County's new speculative building. She researched and negotiated to find an optimal location for a promotional billboard to advertise this project.
- ❑ **City of Chester Sidewalks Project, Chester, South Carolina** — Ms. Tam assisted in writing the grant for the City of Chester Sidewalk Project.
- ❑ **Fairfield County, SC** — Ms. Tam oversees the preparation of various presentations and support materials for projects throughout Fairfield County including the 2006, 2007 and 2008 Road Improvement Programs, Dutchman's Creek Bridge, Brown's Bridge Replacement Program and Camp Welfare Road. Ms. Tam directs the design of PowerPoint presentations, project notebooks, brochures and signs in support of work done across the County. Ms. Tam also designed the logo for the Fairfield County Transportation Committee.
- ❑ **Fairfield County ACEC Award, Fairfield, SC** — Ms. Tam was responsible for the preparation and compilation of materials for Fairfield County's entrance into the ACEC Engineering Excellence awards competition in both 2007 and 2008. Both entries were chosen as State winners and went on to represent

South Carolina at the national competition. Ms. Tam oversaw the design of a photographic display panel that accompanied the entry materials.

- ❑ **Palmetto Commerce Parkway, Phase II** — Ms. Tam created the design and layout for the Design/Quality Control plan for Palmetto Commerce Parkway Phase II in Charleston County, SC.
- ❑ **Fairfield County South Carolina Association of Counties Award**—Ms. Tam oversaw the production of marketing materials related to Fairfield County's entry into the J. Mitchell Graham Memorial Award from the South Carolina Association of Counties in 2007 and 2008.
- ❑ **Fairfield Economic Development Golf Course** — Ms. Tam oversaw the production of the brochure and other graphics for this project. She also helped with the design of the brochure and the materials based on the conceptual layout of a golf course retirement community in Fairfield County, SC.
- ❑ **Structural Evaluations** — Ms. Tam oversees marketing support services for Structural Evaluations, Inc., a structural steel evaluation firm. Services include website design, graphic materials, proposal materials, copywriting and graphic work.

Her prior experience before joining Dennis Corporation Includes:

- ❑ **Advertising Account Liaison, Columbia, SC** — As account liaison for an advertising firm, Ms. Tam's clients included the nation's ninth largest childcare company, several state-wide childcare associations and childcare companies. Ms. Tam also oversaw numerous direct mail campaigns, print advertising campaigns and promotional materials support. She also oversaw membership drives, fundraising campaigns, and legislative support materials for a non-profit childcare agency.
- ❑ **Director of Marketing and Public Relations, Woodruff, SC** — Ms. Tam was head of marketing and public relations for South Carolina's largest independent pharmacy. Ms. Tam oversaw all print media, direct mail campaigns and all promotional materials. She also provided media coaching, market research and oversaw in-store product promotions.
- ❑ **Publications** — Ms. Tam co-authored "Marketing your Child Care Company from A-Z" a marketing manual sold at childcare tradeshow and on the internet.
- ❑ **Market Research** — Ms. Tam has extensive market research experience. She performed all market research for a start up advertising firm in the Southeast. She oversaw a detailed report which helped the firm obtain start up funding.
- ❑ **Conference and Event Planning** — Ms. Tam has planned events and conferences for clients in the hotel industry, pharmaceutical industry and several childcare agencies. Ms. Tam also served on the Alumni Board of Directors at her alma mater and assisted with planning several events for University Alumni.

Proficiencies:

- ⇒ Database Maintenance and Creation
- ⇒ Adobe Standard
- ⇒ FrontPage
- ⇒ PageMaker
- ⇒ PowerPoint
- ⇒ Microsoft Publisher
- ⇒ Microsoft Direct Mail Manager