

# Allegra Tasaki, M.B.A.

## Marcom Pro & Association Executive



I've put my digital strategy skills to work, crafting and implementing actionable, integrated marketing and communications plans. My focus is on elevating brand awareness, UX/UI, and achieving revenue objectives. My results consistently demonstrate success in three critical areas:

**Driving conversions** (consistent 10-12% YOY attendee and exhibit growth),  
**Expanding reach** (launched digital newsletter with 55,000+ page views in 2.5 years),  
**Increasing engagement** (grew LinkedIn connections: 50 to 2,000+ in one year)

I believe there is a unique story for every purpose and that I can craft those messages effectively for your organization.

### Contact Information

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### Core Competencies

Creative Thinking  
Cross-Functional Teams  
P&L Management  
Project Management  
Data Analytics  
Strategic Planning

### Education

B.S. Journalism  
University of Maryland

M.B.A. Management &  
Technology (Nonprofit &  
Marketing concentrations)  
University of Maryland,  
University College

### EXPERIENCE

#### Senior Marketing & Communications Director

Pediatric Nursing Certification Board

7/24 – 7/25

As a member of the senior management team, developed and implemented comprehensive marketing, communications, and partnership strategies for a 55,000+ certificant, \$8.75 million certification board. Led a team of two and a budget of \$500,000 to craft, design, and oversee multi-channel campaigns (e.g., digital, social media, print, website, media/press outreach), significantly enhancing visibility and engagement. Headed a cross-functional team of five to develop brand identity, manage media relations, and plan two onsite events for the 50th Anniversary. Developed and implemented the organization's first strategic annual marketing and communications plan and budget.

- Strategic Marketing & Communications Leadership: Designed and managed targeted multi-channel campaigns promoting a unique value proposition. Conceptualized and developed two strategic proposals for a \$1 million Board Innovation Fund, leveraging AI technology to enhance the target audience experience and operational efficiency.
- Brand & Content Management: Developed high-quality, creative written content, presentations, and provided high-level editing, ensuring adherence to branding guidelines across communications. Secured media coverage through proactive outreach, resulting in a board president interview featured in two online industry publications.
- Data-Driven Impact & Budget Management: Leveraged data analytics to consistently monitor, measure, and evaluate marketing activities, inform strategic decisions, manage budget allocations, and deliver measurable results.

#### Communications Director

National Association of Bond Lawyers

5/22 – 12/23

Spearheaded strategy development and implementation for integrated marketing and communication plans for this 2,500-member, \$3 million, specialty bar, professional membership organization, as a member of the senior leadership team. Crafted and administered the organization's first tactical annual marketing and communications plan and budget (\$200,000), with goals benchmarked against the mission and strategic plan. Played a key role in the association's website redesign, with end-to-end funnel management – from brand awareness to conversions. Ensured content creation/delivery, focusing on UX/UI, and profit margin. Led the establishment of a new brand and guidelines for a refreshed brand identity.

- Guided post-pandemic recovery of membership (5% recruitment and 95% retention rates) and three flagship conferences leveraging data analytics and content marketing (pioneered video in campaign strategies and website)
- Implemented mobile app development, data integration, and increased engagement by 15% overall, monitoring key performance indicators for three conferences
- Developed first-ever multi-channel environment for content: produced, edited, and developed influencer video and written content promoting the mission and programs

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### Technical Tools/Platforms

Content Management Systems  
 Project Management Systems  
 HTML & WordPress  
 Social Media  
 Google Analytics  
 Adobe Creative Suite

### Marketing Director

The Education Market Association (EDmarket)

4/2016 – 3/2022

Directed the end-to-end process of strategizing, designing, implementing, and evaluating marketing initiatives for products and services within a \$2.5 million trade association, supervising one staff member. Developed and implemented the organization's inaugural comprehensive marketing and communications plan and budget (\$200,000 annual), aligning goals with the mission and strategic plan, promoting EDmarket's unique value proposition to seven different target audiences. Navigated UX/UI across digital channels, including web, social, and email marketing. Launched an online community by leveraging corporate and knowledge partnerships, resulting in substantial cost savings of \$50,000 for digital platform development. Maintained media presence, promoting thought-leader reputation and content strategy. Cultivated knowledge partnerships supporting marketing and communications strategy, enhancing relationships with targeted, high-level audiences and key influencers.

- Conducted continuous competitive analysis, tracking market trends and metrics for multiple channels and adapting strategies to optimize revenue goals. Efforts resulted in an annual 10% increase in attendance and a 12% rise in exhibit revenue for the organization's main event (EDspaces)
- Managed website, produced new media, shepherded vendor relationships, and negotiated discounts, and industry trades totaling \$100,000+ per year
- Initiated two new revenue-generating programs in partnership with the CEO: EDmarketplace and the EDmarket Patent Recognition Program.

### Marketing and Client Coordinator

Roberts Real Estate, LLC

12/2014 - 4/2016

Managed website, marketing, digital communications, client care, and contract processing (supported CEO/Owner's sales of \$700,000+). Produced, edited, and promoted videos for residential new construction and renovation projects (cost-savings of \$30,000+).

### Focused on family, took extended leave

4/2001 - 12/2014

### Director of Marketing/Communications

National Contract Management Association

3/2001 - 12/2002

Led a marketing and communications team of five for this 22,000-member, \$5.5 million association. This included expanding new products and services, ensuring the association's brand standards, and Managed website content strategy and re-design, as well as published and edited print and digital monthly magazine editions with an industry distribution of 25,000+. Increased revenue by 15% the first year on the team.

### Marketing Manager

EGrail, Bethesda Acquired by FileNet, Austin, TX

1/2000 - 3/2001

### Marketing/Communications Manager

Star Power Communications, LLC Acquired by RCN, D.C.

4/1999 - 12/1999

### Executive Director/Washington Office Director

Society for Nutrition Education/Raybourn International

10/1997 - 2/1999

### Associate Program Director

American Association for Geriatric Psychiatry

9/1994 - 8/1997

### PROFESSIONAL VOLUNTEER POSITIONS & CERTIFICATIONS

- Pursuit of AAiP (an association AI certification expected 9/2025)
- ASAE AANHPI Advisory Community Steering Committee 2022-present
- AWTC Member & Peer Collective 2022-present
- ASAE Digital Useability Group 2025-present
- ASAE Gold Circle Awards Committee & Judge 2019-present
- ASAE Small Staff Associations Committee 2017-2019
- 25x Triathlete (age group placed); supporting healthcare/health-oriented charities