

# Debbie Lamb

Marketing Professional

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## Summary

Experienced marketing professional with 15+ years in marketing, media & advertising. Background also includes experience in B2B marketing, B2C marketing, small business marketing, marketing project management, promotions, brand identity, graphic design, event planning, training, hiring, internet marketing, public relations and media buying.

Currently own and operate a small marketing firm catering to small businesses & nonprofits.

## Skills

- B2B Marketing
- B2C Marketing
- Media Buying
- Media Planning
- Advertising Sales
- Internet Marketing
- Marketing Communications
- Social Media
- Email Marketing
- Partnership Marketing
- Graphic Design
- Marketing Management
- Marketing Strategy
- Video Production
- Promotions
- Event Marketing
- Web Design
- Corporate Communications

## Experience

### Marketing Consultant & Small Business Owner, [Lamb Consulting](#), 2005 - Present

Advise multiple small and mid-size companies and nonprofit organizations in growing their business utilizing numerous tools including social media, customer testimonials, email marketing and mobile technologies. Manage marketing projects, internal & external communications, develop marketing plans and integrate internet marketing tools with in-house software systems. Act as media planner, media buyer & creative director for most clients. Develop small business websites and research market opportunities for PR, promotions & competitive analysis.

Some clients Include:

- [Safe Hands Pet Care](#)
- [Vallejo Chiropractic](#)
- [Harbor Dental](#)
- [Dr. Harvey Young](#)
- [Christel's Home Care Agency](#)
- [Kiku Imports - Japanese Antiques & Furniture](#)
- [King's Cleaning Service](#)
- [Catholic Charities of the East Bay](#)
- [MIT Academy](#) (see Additional Experience)
- [The Stride Center](#) (see Additional Experience)

***Comcast, AT&T, TCI - Marketing for the cable television advertising sales division:  
Held four positions over 12 years with the same company, operating through  
three ownership changes - detailed below.***

**Sr. Regional Marketing Director & Interactive Sales Manager, [Comcast Spotlight](#), 2002 - 2005**

Served on the corporate marketing team overseeing the Northwest Division's marketing & communications efforts for the television advertising sales division for Comcast. Oversaw all aspects of marketing, public relations, communications, promotions, interactive sales and brand development in the Division working on a variety of teams. Managed a team of 20 marketing professionals & 7 interactive specialists in 7 markets in the NW.

Developed an executive PR training program for senior management team; served as project manager for a major client survey with Arbitron for 3,000 clients/agencies and worked with each market to analyze data & prepare corresponding plans to address results. Worked with corporate marketing team to launch the Comcast Spotlight brand across the country; collaborated to deliver consistent, professional B2B marketing materials including developing a national website for 75 markets in U.S.; oversaw all sales of interactive properties including training, marketing, packaging and systems management.

**Marketing Manager, AT&T Broadband - SF Bay Area, 2000 - 2002**

Oversaw all areas of marketing, branding, communications, public relations, promotions and programming for AT&T's cable TV advertising division in the San Francisco market that included 65 sales executives in 8 locations. Led the marketing and research teams to develop an award winning B2B website and accompanying marketing campaign; and managed an employee retention program for 185 employees during the height of the dot-com boom.

**Marketing Manager, Telecommunications Inc./TCI Media, 1993 - 2000**

Oversaw all marketing and promotions for the advertising departments in TCI's cable companies in both the Washington D.C. (1993-98) and San Francisco markets (1998-00). Generated revenue through the use of various marketing and promotional partnerships; developed annual marketing plans and budgets; trained sales staff; managed internship programs; wrote and designed quarterly newsletters; and sold advertising to national clients; managed all media buying/planning for pay-per-view movies/events; and produced/wrote TV commercials and promotional ads.

**Promotions Director at United Broadcasting, WJZE FM, 1991 - 1993**

Top contemporary jazz radio station in DC

**Promotions Assistant at Infinity Broadcasting, WJFK FM, 1989 - 1991**

Class rock station & Howard Stern affiliate station

## Additional Experience

### **Board Member, [Mare Island Technology Academy](#), May 2011 - Present**

Vallejo's first public charter school serves a diverse student population of 800 students in 6-12th grades. Also provide pro bono PR, social media marketing & graphic design services regularly.

### **Board Secretary at [The Stride Center](#), 2008 - 2010**

The Stride Center is a social venture nonprofit empowering economic self-sufficiency for individuals and communities in the San Francisco Bay Area. In addition to the position as Board Secretary, pro-bono marketing consulting has been provided to this organization since its inception in 1999.

### **Guest Lecturer at [UC Berkeley](#), 2005 - 2007**

Taught several hours of supplementary internet marketing courses to International Diploma Program's post-graduate marketing students after being introduced to their intern program and having had the pleasure of working with over a hundred IDP graduates while at Comcast/AT&T.

## Education

### **University of Toledo**

B.A., Public Relations/Communications

## Honors & Awards

2009 Pioneer & Champion Award,  
Women In Cable & Telecommunications, Northern California Chapter

2002 Corporate Sales Achievement Award, Cable Television Advertising Bureau