

# Tanya Doescher

Houston, Texas, United States | 806.319.2167 | [tanyad@gwmail.gwu.edu](mailto:tanyad@gwmail.gwu.edu) | [linkedin.com/in/tanyadoescher](https://www.linkedin.com/in/tanyadoescher)

## PROFILE

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Global Marketing Leader with 15+ years of experience leading high-performing teams and transformative initiatives in professional services. Strategically builds scalable marketing functions, elevates brand presence, optimizes marketing operations and delivers measurable business results that accelerate growth. Proven leader in guiding complex changes and driving organizational success.

## AREAS OF EXPERTISE

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**Leadership & Strategy:** Global Team Leadership • Post-Merger Integration • Change Management • Brand Transformation • Strategic Planning & Execution • Budget Development & Management

**Marketing Operations:** High-Performance Team Leadership • CRM & MarTech Integration • Marketing Automation & Workflow Optimization • Process Improvement • Data-Driven Insights & Analytics • Demand Generation & Campaign Performance

**Growth Enablement:** Go-to-Market Strategy & Execution • Industry-Focused Marketing Initiatives • Thought Leadership Programs • Events & Sponsorship Management • Client Engagement & Retention • Talent Development & Coaching

## EMPLOYMENT HISTORY

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### Director of Marketing, Delta Consulting Group, Remote

June 2023 — Present

Driving the transformation of global marketing operations and strategy, enabling scalable growth, cross-functional alignment and measurable business impact.

- Rebuilt the marketing department, including budget development, hiring and mentoring a high-performing team, driving brand development, accelerating business growth and executing innovative campaigns aligned with organizational objectives.
- Oversaw the strategic development and launch of a refreshed brand identity, including collateral and website redesign, improving brand cohesion, increasing web traffic and strengthening market positioning.
- Oversee the firm's global event portfolio and thought leadership initiatives, securing speaking engagements and elevating subject matter expert visibility.
- Modernized MarTech stack (CRM, automation, analytics), utilizing AI-driven tools to automate workflows and delivering real-time insights that enhance campaign ROI and marketing efficiency.
- Directed marketing integration for three international acquisitions, managing pre-deal activities and post-merger strategies to ensure seamless transitions and expand market share.
- Collaborated with IT and HR to design and build out the firm's first intranet, including the accompanying communication campaign to support employee adoption and collaboration upon roll out.
- Played an integral role in the development of the firm's quality control process, including workflow mapping, checklists and an automation framework, resulting in higher work quality and operational efficiency.
- Planned and executed the biennial company retreat for 100+ employees, managing venue selection, contract negotiations, programming, event website and collateral, resulting in heightened employee alignment and engagement.
- Facilitate firmwide quarterly meetings, collaborating with executive leadership to define agendas, integrate strategic insights and enhancing organizational alignment and engagement.
- Negotiated strategic contracts with Lexology, increasing expert visibility by 40% and driving consistent year-over-year growth.
- Champion strategic marketing initiatives in alignment with business objectives, driving measurable growth in client engagement and brand exposure.

### Marketing Director, Melton & Melton, LLP, Houston, Texas

September 2020 — June 2023

Built and led the firm's inaugural marketing function, establishing scalable processes, integrated campaigns and business development strategies that positioned the firm competitively.

- Partnered with executive leadership to design high-impact marketing strategies that expanded client acquisition and increased competitive presence in key markets.
- Developed and executed strategic integrated marketing campaigns across events, thought leadership, media, digital and social channels, which enhanced operational efficiency and cross-functional alignment.

- Directed all aspects of firm events, sponsorships and speaking engagements, ensuring seamless execution and maximizing ROI.
- Developed and managed the firm's inaugural marketing budget, aligning resources with strategic priorities.
- Led CRM implementation from strategy through rollout, improving adoption, workflow efficiency and data accuracy.
- Launched inaugural go-to-market and industry plans, driving targeted business development and client acquisition.
- Established new hire onboarding process, ensuring brand continuity and a seamless integration experience.
- Partnered with consultants to develop and lead firm's culture initiative, including research, messaging and roll out.

### **Marketing Senior Manager, Dixon Hughes Goodman LLP (now Forvis Mazars), Tysons, VA & Remote**

August 2011 — July 2020

Regional Marketing Senior Manager and Government Contracting Industry Leader for an international accounting firm, driving scalable growth, operational efficiency and measurable business impact.

- Directed the restructuring of the regional marketing and communications division, establishing governance frameworks and operational efficiencies that advanced client service excellence and amplified campaign impact.
- Built and developed a high-performing team, managing goal setting, performance reviews and training, fostering skills that improved personnel growth and operational efficiency.
- Provided strategic oversight for firm-wide projects, including CRM upgrades, social media plan development, quality control processes and automated workflow reviews.
- Designed and executed targeted go-to-market strategies, leveraging market research and performance analytics to support business growth.
- Managed sponsorship selection and partnership engagement across civic and professional associations, optimizing ROI and community visibility.
- Led national marketing campaigns for the Government Contracting sector, aligning cross-functional teams to drive client acquisition, increase brand visibility and strengthen market positioning.
- Launched and managed the GovCon Industry's first external publication, establishing a scalable communication channel for thought leadership and client engagement.
- Developed Metro DC's thought leadership program, producing content that positioned the firm as an industry expert.
- Co-led the Virtual Employee common interest group, implementing tools for remote collaboration that enhanced increased remote team productivity and engagement.

## **EDUCATION**

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### **Master of Professional Studies in Strategic Public Relations**

The George Washington University, Washington, DC

January 2008 — January 2010

### **Bachelor of Arts in Communication Studies**

Texas Tech University, Lubbock, TX

August 2000 — May 2004

## **PROFESSIONAL ORGANIZATIONS AND VOLUNTEER EXPERIENCE**

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### **AAM Minute | Co-Chair, Association for Accounting Marketing**

July 2021 — Present

### **Member, Legal Marketing Association**

March 2025 — Present

### **Volunteer, Epiphany of the Lord Catholic School**

August 2025 — Present

### **Volunteer, Faith West Academy**

September 2021 — May 2025