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BAC-9074

Contact Information

Contact Name	Tara Reeb	Home Address	
Preferred Phone	303-880-6185	Home City	Denver
Preferred Email	tarareeb@gmail.com	Home State	CO
Other Phone		Home Zip	80203
Other Email		County	Denver
DOB	1/5/1985	Hispanic or Latino origin or Descent?	No
SSN		Race/Ethnicity	Caucasian
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

Board Information

Board Name	Denver Community Corrections Board	Other boards or commissions served	
Status	New		

Work Information

Employer	TRACKtech	Work Address	6295 Greenwood Plaza Blvd., Suite 100
Position	Customer Success Manager	Work City	Greenwood Village
Business Phone #	303-834-7519	Work State	CO
Work Email	tara.reeb@tracktechllc.com	Work Zip	80111

Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	7	Registered Lobbyist	
Conflict of Interest Explanation		Conflict of Interest	

Education and General Qualifications

Name of High School	Denver Lutheran High School	Name of Graduate School	
Location of High School	Denver, CO	Location of Graduate School	
# of Years Attended High school	4	# of Years Attended Graduate School	
Did you Graduate High School	Yes	Did you Graduate	

Graduate Major

Name of College Concordia University Chicago
Location of College River Forest, IL
of Years Attended College 4
Did you Graduate College Yes
Undergrad Major Marketing & Management

Reference Details

Agree to a background check

Owner Esther Lee Leach

Created By Denver Integration, 8/2/2023 10:59 AM

Last Modified By Jason Armstrong, 4/16/2024 10:20 AM

Notes & Attachments

TaraReeb_resume_2023.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

TaraReeb_Denver Community Corrections Board.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

August 2, 2023

RE: **Denver Community Corrections Board Citizen Openings**

To the Denver Community Corrections Board,

I want to thank you for the opportunity to apply for a citizen position on the Denver Community Corrections Board. My passion for assisting others in navigating the obstacles associated with reentry has been ignited in recent years. I have become passionate about helping those previously incarcerated change their life and reduce their risk of recidivism.

I am currently employed at TRACKtech LLC, a company whose philosophy is to "Provide individuals the tools they need to stay on track to success." Through my position as the Customer Success Manager, I am involved firsthand with community correction agencies and residential reentry facilities at the Federal, State, and County levels. I am well-versed in their struggles as well as the population they service. I have a strong desire to improve the system for the better. This Board seat would give me the opportunity to participate in taking those steps.

The Board would benefit from my analytical, strategic, and creative thinking abilities to develop solutions and improvements to current policies. My belief that everyone deserves a second chance and an unbiased judgment in assisting individuals in their reentry journeys will be of great benefit to the Board. The ability to apply empathy and understanding to individuals and their stories allows me to review and make decisions regarding how to apply sanctions in a manner that ensures public safety while also providing an individual the tools necessary to succeed in their reentry journey.

I would be honored to serve my native city and community on the Denver Community Corrections Board. Thank you for your consideration.

Sincerely,

Tara Reeb

tarareeb@gmail.com

303.880.6185

TARA REEB

SUMMARY

Highly organized and creative professional who thrives on technological advances that create a better world. Very detailed and goal oriented. Reliable, accountable, and always exceeds expectations. Viewed as a leader among colleagues for spearheading projects and applying creativity while completing efficiently and correctly. Excels in project management and follow through. Dedicated and loyal to the company's values and ultimate vision.

WORK EXPERIENCE

TRACKtech – Automated Rehabilitation & Compliance Monitoring SaaS Platform 2/2019 – Present
Greenwood Village, CO

Customer Success Manager 10/2021 – Present

- Ensures Federal, State, County, and local contracts are successfully implemented and managed.
- Liaison between clients and internal departments, including Executives, Development, and Support.
- Conducts virtual and in-person client engagement and training sessions for agency staff.
- Complies compliance, investigative, and contract-specific reports.
- Developed and continually updates user manuals, troubleshooting documents, and best practices for the most efficient use of the platform.
- Assists Support team with client issues and questions.
- Assists Development team with product testing, UI/UX, and functional feedback.

Marketing and Communications Manager 2/2019 – 10/2021

- Responsible for all marketing collateral content and design including brochures, sales presentations, promotional decks, webinars, website, and co-branded partner documents.
- Created new website with an outside web contractor. Responsible for all SEO, Google Tags, widgets, and analytics.
- Develops and designs marketing automation and email campaigns. Analyzes data reports and directs changes for improved outcomes.
- Built quarterly strategic communications campaign. Oversees blog and social media content creators, ensuring the strategic campaign is followed.
- Constructs CRM reports and dashboards for department's specific needs (executive, sales, marketing, operations.)
- Coordinates, organizes, schedules, and attends national conferences and other corporate travel.
- Administrates Zoho One products company-wide, including Analytics, Campaigns, CRM, Marketing Hub, Projects, Social, and WorkDrive.

RK – Construction, Manufacturing, and Service Company 1/2017 – 1/2019
Marketing Coordinator Denver, CO

- Managed marketing projects on four of seven business units (RK Mechanical, RK Steel, RK Mission Critical, RK Energy) which included: creating marketing collateral, website management, and managing external print and digital communications.
- Liaison between promotional agency and internal departments. Ensured product is correct, within budget, and delivered on-time.
- Created and distributed internal communications including a weekly company newsletter sent to 1,600+ employees, IT software updates and issues, HR announcements, and company-wide events.
- Sourced and implemented new company corporate store and employee store options. Responsible for managing project including automated reports, employee incentives, and store products.

Pelligrini Solutions – Promotional Marketing Agency

5/2014 – 1/2017

Account Manager

Denver, CO

- Proven growth of accounts, leading to numerous internal referrals based on rapport, reliability, and creativity.
- Primary point of contact for corporate & non-profit clients, managing and anticipating their brand needs by sourcing creative and realistic promotional products and packaging while providing timely communication and service.
- Directed communication between clients and factories, ensuring products produced were of quality, within brand standards, and completed on time and on budget.
- Managed production documents for weekly direct mail campaigns. Involved organizing client's mailing list, fulfillment, shipping, and tracking through to the end user.
- Coordinated an average of 15 catered multi-tenant building sales events per month for large corporate clients.
- Led and collaborated creative copywriting and brainstorming for large corporate campaigns.

Epicurean Culinary Group – Catering & Events

9/2007 – 5/2014

Marketing Manager

Centennial, CO

- Launched marketing department from scratch, saving \$300K over five years. Epicurean lacked formal marketing department. Identified position roles and responsibilities, and software. Wrote and implemented marketing plan, including social media, blogging, e-newsletter, trade advertising. Saved company marketing and outsourcing expenses.
- Persuaded owner to engage in social media and increased online presence by 100%. Took initiative to lay out social media marketing plan and leveraged sites by posting recipes, seasonal information, top vendors, wedding information, events, venues, branding event designers, and generating additional public awareness.
- Designed Sports Authority Field at Mile High proposal to help renew 10-year exclusive catering contract. Highlighted opportunities, changes, competition, and updated policies and procedures, suite design set-ups, equipment, etc. Contract was renewed.
- Configured and administered Salesforce.com improving automation of projected sales numbers and revenue reporting over multiple divisions. Customized program to integrate numerous campaigns with catering software to streamline marketing tracking. Trained all new employees on system and was responsible for keeping software organized.
- Converted company e-newsletter to Constant Contact and improved productivity by 50%. Company wanted to phase out graphic designer and convert to new software. Modified e-newsletter design and layout, which streamlined project workflow. Improved content including industry information, weekly specials, etc.

Event Design/Sales Assistant

- Assisted event designers in menu and event proposal design, including coordinating rentals, liquor, etc.
- Executed on-site events ranging from large scale to small, intimate events, mostly for high-end clientele.
- Provided event detail support to culinary, accounting, sales, and marketing departments.

SOFTWARE

- Adobe Suite: Acrobat, InDesign, Photoshop, Illustrator
- Microsoft Suite: Word, Excel, Power Point, Outlook
- ZohoOne (Analytics, Campaigns, CRM, Marketing Hub, Projects, Social, WorkDrive) Salesforce.com, Hubspot
- Sharepoint
- Constant Contact
- Asana, Basecamp
- Survey Monkey, Survey Gizmo
- QuickBooks
- Four Winds Interactive Digital Signage Content Manager

EDUCATION

Concordia University Chicago
Marketing & Management – BA, Double Major

2003-2007
River Forest, IL

Crestcom Leadership Development

2016

INTERESTS & ACTIVITIES

- God Behind Bars Volunteer
- Christian World Outreach Golf Tournament Chairman and Events Committee Member
- Former NCAA D-III Student Athlete participating in volleyball
- Dog lover, foodie, avid sports fan