



Tina M. Calilung

Marketing Consultant

Ms. Calilung has experience in developing marketing programs and strategies for mid-market companies to start-ups. She has developed both strategic and tactical marketing plans for companies in distribution, telecommunications, high-tech, consulting and professional services. As a marketing consultant for STORM Consulting, LLC, Ms. Calilung's engagements have included [creating communication plans](#), leading website project teams, developing targeted marketing campaigns and sales strategies, and generating marketing databases.

Prior to assuming this role at STORM, Ms. Calilung was marketing programs manager for Inovis Inc. where she developed multi-channel and online marketing strategies to drive the company's demand generation activities. Her marketing tactics resulted in the highest response the company had received for a single program generating over a 30% increase in sales leads from the average program response. Ms. Calilung also led several database marketing activities including the development and implementation of a customer relationship management system.

From 2000-2002, Ms. Calilung was marketing communications and programs manager for two high-tech companies – CipherTrust, Inc. and CoreHarbor, Inc. where she was responsible for developing effective lead generation and marcom programs. In this role she increased leads from online campaigns by 180% and instituted tracking processes to quantify results and quality of leads. Ms. Calilung's online marketing campaigns generated up to a 6% click-through rate converting an average of 45% of inquiries to leads.

From 1996-2000, she was corporate marketing manager for Pameco Corp. where she focused on the development and implementation of national [customer incentive and loyalty programs](#). Ms. Calilung was instrumental in doubling program participants for Pameco's dealer loyalty program and increasing same-store sales for that audience by 12% in one year. She also played a primary role in a 23% increase in sales for Pameco's incentive program.

Ms. Calilung graduated from James Madison University with a BA in Communications and Public Relations and holds an MBA from the University of Georgia.