



Tina Ruark-Baker

Fractional Executive | Revenue Growth Advisor | LinkedIn Strategist | Nonprofit Advocate

Nonprofits deserve the same caliber of marketing leadership as Fortune 500 companies. They just need it delivered differently. Tina Ruark-Baker brings 25+ years of executive-level marketing, brand strategy, and revenue growth expertise to mission-driven organizations that are ready to amplify their impact, deepen community engagement, and grow sustainably.

25+

Years Experience

3X

Business Owner

20+

Industries Served

5

Keynote Topics

FRACTIONAL CMO FOR NONPROFITS | ON DEMAND | EXECUTIVE MARKETING PARTNERSHIP

Most nonprofits are led by passionate, mission-driven people who are experts in their cause, not necessarily in marketing. The result? Inconsistent messaging, untapped donor potential, low community visibility, and teams stretched too thin to execute a real growth strategy. A Fractional CMO gives your organization access to C-level marketing leadership at a fraction of the cost, with the flexibility your budget and timeline require.

NONPROFIT GROWTH ADVISORY EXPERIENCE

Brand & Storytelling	Donor & Community Engagement	LinkedIn & Digital Presence
Revenue Growth Strategy	Marketing Team Development	Campaign Planning & Execution

Within the first 90 days, Tina will conduct a full marketing and brand audit, identify your top three opportunities for visibility and donor engagement, and deliver a prioritized growth roadmap that your team can execute immediately. No lengthy onboarding or guesswork. She provides a clear strategy and builds momentum quickly. Tina works remotely with 90% of her clients, keeping overhead low and delivering maximum value without adding to your operational costs. **Discovery & Assessment → Strategy & Roadmap → Execution & Result Reporting.**

CORPORATE LEADERSHIP EXPERIENCE

Chief Growth & Marketing Officer.

Served as Fractional CGO/CMO, driving full organizational transformation across sales, marketing, and talent strategy. Managed multi-million dollar budgets, led recruitment teams across 20+ industries, and rebranded the company's AI-driven talent intelligence business model for global market expansion.

Senior Vice President, Talent Acquisition Partnerships & Marketing.

Produced \$10M+ in direct national sales across Fortune 1000 client engagements. Led, hired, and managed creative, marketing, and sales teams while overseeing financial budgets, performance metrics, and organizational ROI. Restructured corporate brand, digital strategy, and SEO programs to maximize revenue and market presence.

Chief Operations Officer & 3X Founder.

Founded, operated, and successfully sold both businesses in 1999. After leaving her corporate career in 2020 to start her third business, TRB Creative. Tina built three businesses from the ground up, demonstrating a proven track record of entrepreneurial leadership, operational excellence, and strategic exit execution.

NONPROFIT EXPERIENCE & COMMUNITY LEADERSHIP

Tina's commitment to nonprofits goes far beyond consulting. Tina holds quarterly mastermind leadership courses, often speaks at nonprofit leadership events, and actively mentors nonprofit leaders in brand development, community engagement, and sustainable growth strategy. She has served on executive committees and advisory boards for organizations including NC MedAssist, ArtPop, and the NC Technology Association, where she was recognized as a Women Leading in Tech Spotlight honoree.

Tina does not just understand nonprofit work. She believes in it. And she brings that belief to every strategy she builds.

"Your mission deserves to be heard. Let's make sure the right people are listening." ~ Tina

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