

Tina Ruark-Baker



Revenue Growth Advisor | LinkedIn Strategist | Fractional Executive Leader | Keynote Speaker

25+

Years of Experience

3X

Business Owner

20+

Industries Served

5

Speaking Topics

PROFESSIONAL PROFILE

Tina Ruark-Baker is a seasoned C-level executive turned Revenue Growth Advisor and Fractional Leader with 25+ years of experience driving transformational results across sales, marketing, talent strategy, and business development. A three-time business owner who has successfully built, scaled, and sold companies, Tina brings the rare combination of entrepreneurial grit and enterprise-level leadership to every client engagement.

After building an impressive C-level career in corporate America, Tina made a bold decision to walk away from the boardroom to do something far more impactful: help coaches, consultants, fractional leaders, and business owners build thriving businesses of their own. Today, she channels every lesson from two decades of leading high-performing teams, managing multi-million-dollar budgets, and driving revenue growth into a mission-driven practice that delivers real, measurable results.

A true entrepreneur at heart, Tina is equal parts strategic thinker, super connector, and straight-talking advisor who leads with honesty and shows up with purpose. When she is not helping clients unlock their next level of growth, you will find her on the golf course or behind a canvas creating abstract art. In business and in life, Tina plays to win.

C-LEVEL & EXECUTIVE 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 – Owner.
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.

Additional Executive Roles: Vice President & National Strategic Account Manager | Senior Principal, Strategic Partnerships & Marketing | Director of Business Development, Forrest Solutions

SUBJECT MATTER EXPERTISE

Creator of: [RevLab](#) and [Unlock LinkedIn](#)

Revenue Growth Strategy	LinkedIn Strategy & Sales	Sales Team Development	Brand & Marketing Strategy
Fractional Executive Leadership	Talent Acquisition & Branding	Business Development	Entrepreneurship & Mentoring

AWARDS, RECOGNITION & COMMUNITY LEADERSHIP

Women Leading in Tech | NC Tech, Charlotte, NC

Advisory Board Member | NC Technology Association | Executive Committee Member, NC MedAssist | Community Leader, ArtPop

40 Under 40 Business Executive Award & Executive Circle Award | Long Island Business News