



Tarsha D. Polk

Known professionally as “The Marketing Lady™,” Tarsha Polk is an award-winning marketer; speaker, business owner, and author with a gift for helping small businesses grow and become successful. She has over 18 years’ experience in corporate marketing and sales and holds both a bachelor’s degree and an MBA. When Tarsha speaks, she knows what she’s talking about. In addition to being an entrepreneur, she has served as an ecommerce manager, sales manager, and director of marketing. Everywhere she coaches and trains, her audiences come away with a wealth of ideas that will make them better at their jobs and more effective at growing their businesses.

Invite Tarsha Polk to your next company-training event or conference. She will energize your audience and make your entire team better at meeting the challenges of the 21st century business environment.

Favorite Training Topics

- Goal Setting
- Business Strategy
- Marketing
- Social Media Strategy
- Personal Branding
- Strategic Thinking
- Email Marketing
- Networking
- Communication Skills
- Content Marketing Strategy

Partial Client List

- National Football League
- Collin Bank
- Dallas Housing Authority
- Momentum Texas
- City of Dallas
- Texas Veterans Commission
- National Seminars Training

Publications

Beyond the Business Card: Strategic Networking for Success

Mission Statement

To further my knowledge every day through taking classes, reading either books or educational experiences so I can be intelligent and insightful in my industry.



“Tarsha Polk was a great addition to the Playbook Workshop Series for the North Texas Super Bowl XLV Host Committee Emerging Business program. Ms. Polk provided a very creative and informative presentation. Our emerging businesses were able to walk away with tools and tactics to address immediate opportunities around networking and strategic alliance building.”

“Tarsha’s presentation to our Collin Bank clients was professional and well done. She brought forward marketing information that will assist our clients in their own lifestyles and businesses. I look forward to having her back to speak at another time.”

Achievements

Education

- Master of Business Administration, University of Phoenix
- Bachelor of Science, Old Dominion University

Work History

- National Seminar Group, marketing & communications trainer
- DeVry University, adjunct marketing professor
- Mountain View College, adjunct marketing professor
- PLAN Fund, training program manager
- Citizen Notification Service, marketing director
- Wyndham Hotels, ecommerce manager

Awards & Affiliations

- Certified Kauffman FastTrac Entrepreneurship Trainer
- Top 40 Under 40 Award in Collin County
- Business Community Leader of the Year
- Who’s Who Black Dallas
- Women in Media Award
- 2013 Business Trailblazer of the Year

To bring Tarsha to your organization, contact:

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