

TIERRA HOGAN

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ABOUT ME

Marketing professional with 7+ years of experience managing cross-functional campaigns, optimizing workflows, and delivering high-impact content on deadline. Skilled in project coordination, stakeholder management, and agile tools like Workfront. Passionate about driving engagement and improving outcomes through strategic, mission-driven marketing.

CORE SKILLS

Project Management (HubSpot, Salesforce) | Campaign Execution | Cross-Functional Collaboration
Integrated Marketing | Workflow Optimization | Email & Digital Marketing | Timeline & Deliverables Management | Stakeholder Communication | Social Media | Marketing KPIs & Reporting | Adobe Creative Suite | Brand & Compliance Alignment

PROFESSIONAL EXPERIENCE

Spectrum Reach | Charlotte, NC

Advertising Account Specialist | Jan 2026 – Present

- Support sales by developing proposals and executing multi-screen ad campaigns (digital & TV)
- Coordinate cross-functional teams to ensure accurate, on-time campaign delivery
- Analyze campaign performance using data tools (e.g., Nielsen) to measure results and optimize outcomes
- Provide post-campaign reporting with insights and strategic recommendations
- Bridge sales and execution to deliver efficient, audience-focused media solutions

Team Kline | Des Moines, IA

Marketing & Communications Manager | Sept 2024 – Dec 2025

Marketing Specialist | Jun 2023 – Sept 2024

- Led a high-performing two-person marketing team responsible for internal communications, design, and social media.
- Collaborated with leadership to align marketing strategies with organizational goals including program growth and retention.
- Launched educational print and promotional materials recognized by the AACE Awards.
- Revamped website UX, increasing conversions and generating 300+ new marketing subscribers and averaging 30 monthly service inquiries.

Kum & Go | Des Moines, IA

Brand Marketing Manager | May 2021 – Oct 2022

- Led campaign strategy for multi-market launches, including naming, creative development, and ad placements.
- Oversaw internal and agency collaboration to produce on-brand materials for in-store, digital, and community-facing initiatives.
- Managed seasonal and promotional brand campaigns across multiple states.

PKD Foundation | Kansas City, MO

Marketing Specialist | Feb 2018 – Oct 2020

- Managed national campaigns to promote wellness-focused fundraising and community health awareness.
- Created the award-winning "10 Days, One Goal" campaign, generating \$1M+ for kidney disease research.
- Produced "Why We Walk" video series and digital storytelling content to boost program participation and donor retention.
- Directed a stop-motion appeal that increased online donations by 35%.
- Optimized segmentation and messaging to drive action through mission-aligned campaigns.

EDUCATION

Bachelor of Science in Mass Media | Northwest Missouri State University – 2009–2014

REFERENCES AVAILABLE UPON REQUEST