

# TIERRA HOGAN



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TIERRAHOGAN.COM



RELOCATION READY

## ABOUT ME

Marketing & Communications Manager with expertise in leading successful marketing campaigns and surpassing brand objectives. My proven track record includes consistently improving engagement and leveraging innovative ideas. I am now seeking an opportunity with a forward-thinking brand where I can leverage my diverse skill-set to engage and grow a loyal target audience.

## EDUCATION

Mass Media  
Bachelor of Science  
Northwest Missouri State  
University  
2009 - 2014

## SKILLS

Integrated Marketing  
Email Marketing  
SEO  
Event Planning  
Internal Communication  
Social Media  
Copywriting  
Data & Analytics

## REFERENCES

Michelle Hilsabeck  
Director of Client Services  
Blue Frog  
(847) 421-1717

Lauren Winchester  
Marketing Manager  
Health Plans  
Lnwin11@gmail.com

Darin Frank  
Co-founder  
NTC  
(212) 774-3640

## EXPERIENCE

### Marketing & Comms Manager

Team Kline  
Des Moines, Iowa  
Sept. 2024 - Present

- Lead marketing campaigns
- Manage internal and external communications
- Supervise creative team
- Organize events and campaigns to engage employees

### Marketing Specialist

Jun. 2023 - Sept. 2024

- Create content for marketing collateral, website, social media and company magazine.

### Brand Marketing Manager

Kum & Go  
Des Moines, Iowa  
May 2021 - Oct. 2022

- Develop and manage the success of out-of-home
- External partner management
- On-page SEO optimization
- Copywriting

### Marketing Strategist

Ladybird Styling  
Kansas City, Missouri  
Oct. 2020 - Apr. 2021

- Social media and email management
- Content creation
- Copywriting
- Community management

### Marketing Specialist

PKD Foundation  
Kansas City, Missouri  
Feb. 2018 - Oct. 2020

- Developed and executed integrated marketing campaigns
- Social media and email management
- Paid ads (Google and Social)
- Content creation