



HI I'M TIERRA

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PROFESSIONAL SUMMARY

Forward-thinking brand marketing manager with a demonstrated ability to quickly improve social media engagement and achieve brand goals.

EDUCATION

NORTHWEST MISSOURI STATE UNIVERSITY
BACHELOR OF SCIENCE, MASS MEDIA | 2009 - 2014

SKILLS

- Campaign Planning & Execution
- Content Creator
- Creative Thinking
- Communication
- Collaborative
- Copywriting
- Email Marketing
- KPI Reporting
- Social Media Manager
- Website Management

REFERENCES

LAUREN WINCHESTER
DIRECTOR OF PROJECTS, PKD FOUNDATION
Lnwin11@gmail.com

SARA BRISTOW
MARKETING COORDINATOR, UNIVERSITY OF KANSAS MEDICAL CENTER
913-775-2710

DARIN FRANK
CO-FOUNDER, NTC
212-774-3640

EXPERIENCE

BRAND MARKETING MANAGER, KUM & GO
DES MOINES, IA | MAY 2021 - PRESENT

Worked alongside the Director of Brand Marketing in developing and implementing strategies to promote over 50 new store and market launches.

Created and executed a website management strategy to update branding, copy and align content existing with business initiatives.

Managed external agencies and collaborated on strategy for direct mail campaigns, promotional collateral, and branded merchandise.

Served as copywriter, content strategist, and brand manager executing customer-facing marketing materials supporting over 50 locations.

MARKETING STRATEGIST, LADYBIRD STYLING
KANSAS CITY, MO | NOV. 2020 - APRIL 2021

Constructed, executed, and optimized direct-to-consumer marketing strategies.

Improved engagement across Instagram and LinkedIn by 85% within three months.

Conducted social media and email audits and presented weekly KPI reports and recommendations.

Created content for marketing emails, social media, and the web.

MARKETING SPECIALIST, PKD FOUNDATION
KANSAS CITY, MO | 2018 - 2020

Conceptualized, created, and implemented marketing campaigns via email, website, and all social media channels that generated over \$50K in donations for a single fundraising campaign.

Monitored and optimized all social media postings and blog posts to ensure top return on investment, conversion rates, and viewer engagement.

Ensured all email, social, website content, and other related media followed brand guidelines and marketing best practices.

Increased social media followings on LinkedIn, Instagram, and Facebook by 102% within eight months.

Collaborated with internal partners to promote foundation products and initiatives through the development and execution of multichannel marketing tactics.

MARKETING SPECIALIST, NTC
NEW YORK, NY | 2017 - 2018

Maintained marketing tools, including calendar, kanban boards, and databases of client lists and team metrics.

Collaborated with the founders of the company to re-brand the business.

Developed and executed an email marketing strategy to acquire new clients.

Introduced a new web platform, rebuilt, designed, and wrote copy for the website, spearheading rebranding efforts to enhance the customer experience.