

GET IN TOUCH

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TIERRA HOGAN

SENIOR MARKETING STRATEGIST

ABOUT ME

Senior Marketing Strategist with a proven track record of surpassing brand objectives. Seeking an opportunity with a forward-thinking brand to utilize my diverse skill set and engage and grow a loyal target audience.

EDUCATION

Mass Media

Bachelor of Science
Northwest Missouri State University
Maryville, Missouri
2009 - 2014

SKILLS

Strategy & Execution	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Analytics & Reporting	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Marketing Automation	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Email Management	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Social Media Management	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Content Creation	<div style="width: 100%;"><div style="width: 100%;"></div></div>

CERTIFICATIONS

HubSpot Marketing Software

HubSpot Academy - Oct. 2022

Inbound Marketing

HubSpot Academy - Sept. 2022

Tasks in Microsoft Teams

LinkedIn - Jan. 2022

WORK EXPERIENCE

Senior Strategist

Blue Frog Marketing
Waukee, Iowa
Sept. 2022 - Present

Provide overarching strategic direction to multiple clients, leading planning and execution while analyzing performance that has contributed to an 80% increase client revenue.

Brand Marketing Manager

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

Partnered with senior management to devise brand marketing strategies, managing external partner relationships, planning and launching multiple out-of-home and direct mail campaigns.

Contract Strategist

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

Served as an external partner to manage email & social media marketing; focusing on copywriting, design and analytics that resulted in an 85% increase in social media engagement compared to the previous 6-month period.

Marketing Specialist

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

Developed and executed multi-channel marketing campaigns increasing revenue by 36% compared to the previous year. Managed social media and email marketing, increasing engagement and followers by 102%.

REFERENCES

Lauren Winchester

Engagement Marketing Manager
Health Plans
Email: Lnwin11@gmail.com

Sara Bristow

Digital Media & Marketing Coordinator
University of Kansas Medical Center
Phone: 913-775-2710

Darin Frank

Co-founder
NTC
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