

TIERRA HOGAN



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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