


TIERRA HOGAN

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 LINKEDIN.COM/TIERRAHOGAN

ABOUT ME

Marketing professional with over six years of experience and a proven track record of exceeding brand objectives. Seeking an opportunity with a mission-driven organization to leverage my diverse skill set in engaging and expanding target audiences.

EDUCATION

Northwest Missouri State
University
Mass Media
Bachelor of Science

SKILLS

Integrated Marketing
Email
SEO
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

WORK EXPERIENCE

Project Manager

Blue Frog Marketing
Waukee, Iowa
Apr. - May 2023

- Developed marketing strategies for clients
- Managed resources and mitigate risks
- Foster client relationships
- Liason between internal and external stakeholders

Senior Strategist

Sept. 2022 - Apr. 2023

- Led marketing strategy and execution around:
 - Email marketing campaigns and automation
 - Google and retargeting ads
 - SEO optimization and keyword planning

Marketing Manager

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

- Copywriting
- On-page SEO optimization
- External partner management
- Develop and manage the success of out-of-home direct mail, event and digital marketing campaigns

Contracted Strategist

Ladybird Styling
Kansas City, Missouri
Nov. 2020 - May 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