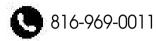
TIERRAHOGAN







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

Senior Strategist

Sept. 2022 - Apr. 2023

• Developed marketing strategies for clients

· Managed resources and mitigate risks

Foster client relationships

Liason between internal and external stakeholders

• 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