

TIERRA MARIE GRAY

CONTACT

314-806-8605

tierramariegray@outlook.com

tierramariegray.com

SKILLS

- AP Style Associated Press
- Social Media
- Search Engine Optimization SEO
- Google Analytics
- Research
- Creative Thinking
- Content Development & Management
- Interpersonal Skills
- Audio, Video Editing
- Creating Reports & Presentations

SOFTWARE

- Adobe Photoshop, InDesign

APPS

- Zoom
- Microsoft Office Suite
- Google Apps
- Slack
- Asana

REFERENCES:

Marie Rhodes Eide

Content Strategist
(727) 282-7370

Rick Rockwell

Chief Communications Officer
Webster University
rickrockwell@webster.edu
(314) 246-8280

Karen Burch

Manager of Video & Photography
Webster University
karenburch@webster.edu
(314) 968-6900

EDUCATION

Webster University

B.A. Media Communications - August 2008 - May 2019 - graduated

Webster University

M.A. Marketing - August 2019 - May 2021 - not graduated

University of Missouri - St. Louis UMSL

MBA, Marketing 2022 - 2023

LANGUAGE

Spanish (Fluent), French, Portuguese Brazilian (Elementary proficiency)

MARKETING, RETAIL

Webster University - Global Marketing Communications (Creative Services)

Graduate Assistant - September 2019 – May 2021 (Part-Time Temporary 2 years)

- Coordinated with the Strategic Marketing team to create daily email campaigns.
- Researched student database of demographic information to reach target audience on various marketing initiatives.
- Created analytics email reports that illustrated the effectiveness of daily University email campaigns.
- Developed content, editing and provided newscasting for the [Webster World Report podcast](#) and the [Webster Speaks webinar](#).
Special guests included: Jackie Joyner Kersee, Michael McMillian Director & CEO of Urban League, Hon. Ella Jones mayor of Ferguson, Awoyaa Mensa Dir. of Marketing at Webster University Ghana among others.
- Assisted with the copywriting of website remodel by auditing content of web pages and performed search engine optimization (SEO) research on keywords.
- Provided voiceover for Creative Services radio and television ads.
- I assisted with Creative Services to provide pitches for video promotion ideas.
- Interpreted creative briefs to understand project scope.
- Volunteered with a Graduate Assistant and the Chancellor to prepare an outline and script for a webinar for the African Renaissance Diaspora Network featuring Djibril Diallo and a panel of global leaders.

Stella & Dot

Independent Seller - December 2017 - March 2018

- Managed planned and arranged vendor shows to sell merchandise.
- Updated website and social media platforms to promote sales and engage with customers.
- Created visual displays of merchandise at vendor shows.

eBay Independent Seller - March 2018 - December 2018

- Sourced formal womens apparel.
- Maintained and organized inventory.
- Captured and edited photos to sell on the eBay platform.