

# Tierra M. Khaliq

## CONTACT

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## SKILLS

- Editing & Proofreading
- Social Media
- Event Planning
- Team Collaboration
- Email Marketing
- Web Development
- Search Engine Optimization (SEO)
- Creativity
- Research
- Project Management
- Creating Marketing Materials (Flyers, Fact Sheets, Brochures, Website Content)
- Organization
- HTML Coding Basics
- Writing Marketing Plans
- Visually Representing Data in Charts & Graphs
- Content Creation
- Web Design
- Data Collection
- Creating Data Reports
- Creating Surveys

## APPS

- Teams
- Zoom
- Canva
- Outlook
- G-Suite (Google Drive, Docs, Sheets, Gmail)
- Adobe (Express, Auditions, Photoshop)
- Mail Chimp
- Kahoot
- Group Me
- Slack

## SOFTWARE

- Salesforce
- Shortel Softphone
- Microsoft (Word, Excel, Powerpoint)
- Asana (Project Management)

## EDUCATION

Webster University

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

Webster University , University of Missouri - St. Louis - UMSL

M.A. Marketing Communications - August 2019 - Present

## LANGUAGE

Spanish (Fluent), French (Elementary proficiency), Arabic Written and Spoken (Elementary proficiency)

## MARKETING | COMMUNICATIONS

**University of Missouri St. Louis - UMSL**

*August 2022 (part-time)*

**Graduate Peer Coach - Multicultural Student Services MSS**

- Developed marketing materials for department promotion.
- Represented departments at campus events.
- In charge of outreach phone calls and emails to new incoming freshmen and current students.
- Created and facilitated "Commit to Success" presentations for new students.

**Webster University**

*September 2019 – May 2021 (part-time contract)*

**Graduate Assistant - Global Marketing Communications**

### CONTENT

- Coordinated with the strategic marketing team to write news stories for daily University emails.
- Wrote content for the Webster World Report podcast and the Webster Speaks virtual speaker series.
- Assisted with Creative Services to write scripts and pitched ideas for video content.

### WEB

- Assisted with the website remodel by auditing content of web pages and performed search engine optimization (SEO) research on keywords.

### RESEARCH/DATA

- Created analytics email reports illustrating the effectiveness of daily university email campaigns.
- Researched student database of demographic information to reach target audience on various marketing initiatives.

### PROJECT MANAGEMENT

- Conducted and arranged interviews for show guests for speaker series.
- Worked with Webster University chancellor to write an outline and script for an African Renaissance Diaspora Network webinar featuring Djibril Diallo and a panel of global leaders.

### EVENT PLANNING

- Coordinated with the event manager and planning committee to plan and help with the logistics of the Diversity Equity and Inclusion week long workshop.
- Contributed ideas for event preparation.