

Tierra Tramble
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Dear Inquiring Employer / Client,

I am a dedicated digital storyteller and branding consultant with 5 years of experience working in collaboration with companies and organizations to elevate their marketing strategies. My intention is to support businesses in evolving their online presence and connecting with their ideal audience. By using knowledge, skill, data, creativity, and a little finesse, I aim to implement effective marketing processes and social strategies that produce engaging and profitable results.

Throughout my career, I have developed a dynamic and comprehensive marketing perspective. From starting in a startup environment to building my own digital marketing business, and now working with an established legacy retailer, each role has sharpened my ability to produce strategies and results that align with business goals and enhance content performance. This "big-picture" perspective allows me to deliver work that creates harmony in a brand's messaging and content, ensuring the right strategies reach the right audiences.

A significant portion of my work has focused on influencer marketing—an area where I have built strong expertise. Working as an Influencer Strategist, I have managed influencer partnerships, negotiated contracts, and implemented campaigns that resonate with audiences. I consistently deliver data-driven strategies, using performance metrics to optimize content, ensuring both the brand and its influencers are achieving KPIs that drive growth and engagement. My work with JOANN Stores is an example of how I've cultivated a community of influencers to increase traffic and build engaged social followings.

In addition to influencer marketing, my experience as a Marketing Coordinator has afforded me the opportunity to manage projects and communicate with optimal efficiency. I have developed leadership and management experience by overseeing marketing campaigns, website development, and marketing events. As an entrepreneur, I also grew my digital marketing business by increasing my problem-solving, time management, and interpersonal skills, delivering results-driven social media strategies and brand-building content for a variety of clients.

What excites me most is the opportunity to blend my passion for digital marketing with my deep belief in building authentic connections between brands and their communities. I focus on clarity, cohesion, and connection—three pillars that I believe are essential for creating marketing campaigns that not only increase business value but also engage audiences in meaningful ways. My degree and background in editorial journalism allow me to execute the discipline needed to deliver copy with a strong, impactful voice, ensuring that each piece of content resonates with the audience.

In conclusion, I bring a unique approach to marketing and branding strategy. My experience in digital media production/film enhances my creative storytelling approach to digital marketing and content creation, while my data-driven strategies help businesses meet their objectives. By combining my knowledge of data with an understanding of the human desire for authentic connection, I've been able to craft the most genuine experiences for my clients, their audiences, and the brands I work with.

I would love the opportunity to discuss how my skills and experience align with your needs. I can be reached directly by cell phone at (216)-479-9486 or by email at tierra@tierralatricedigital.com. Thank you for your time and consideration—I look forward to hearing from you soon!

Tierra L. Tramble

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Cover Letter