

216-479-9486

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Dear Inquiring Client/Employer

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 intend to implement effective marketing processes and social strategies that produce engaging and profitable results.

Throughout the lifetime of my career, I have been able to build a dynamic and comprehensive marketing perspective. From starting my career at a startup to moving on to build my own digital marketing business, and now working with an established legacy retailer, each role I have acquired has molded my ability to produce strategies and results that consider the business goals (and content performance because well...content is queen these days!) across all marketing channels. With this big-picture perspective, I deliver work that creates harmony in the brand's message and content.

Clarity, cohesion, and connection are just three factors I keep top of mind to generate work that not only increases the business value but also engages with the audience in authentic ways.

Working as a Marketing Coordinator has afforded me the ability to project management and communicate with optimal efficiency. In addition, I have developed quality leadership and management experience by overseeing marketing campaigns, website development, and marketing events. Working as an entrepreneur in digital marketing for various businesses allowed me to increase my problem-solving, time management, and interpersonal skill sets. Through working with my clients and JOANN Stores I have curated social media techniques and strategies that increase traffic as well as build an engaged audience with metrics of 2-3.5% engagement. Lastly, my degree and background in editorial journalism allow me to execute the discipline needed to focus and deliver copy with a strong voice and impact.

In conclusion, I can say with confidence that I bring a unique approach to marketing and branding strategy. My experience in digital media production/film influences my creative storytelling approach to digital marketing and content creation. I couple my knowledge of data with my creative and compassionate understanding of the human desire to connect with what is consumed. In my experience, this has led to the most authentic experience for both my clients/employers + their audiences.

My resume is attached for your review. 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 to discuss how we can work together.



Tierra L. Tramble



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COVER LETTER