



I am an experienced digital marketing specialist seeking a full-time position in the field of technology, multimedia and marketing communications, where I can apply my knowledge and skills for continuous improvement.

SKILLS & EXPERTISE:

- Digital Marketing
- Email Marketing
- Social Media Management
- Print and Web Designs
- Photography and Video Editing
- Conceptualizing and Copywriting

CONTACT INFORMATION:

Phone: (832) 563-1638
Email: tierrarocquel@gmail.com
LinkedIn: <https://www.linkedin.com/in/tierra-cole-06404aa9/>

REFERENCES:

Victoria Vanderhall -
victoria.vanderhall@bgcsct.org
Marketing Director, Boys & Girls Clubs of South Central Texas
Rhiannon Feagins -
rhiannon.feagins@wellsfargo.com
Branch Manager, Wells Fargo

TIERRA COLE

DIGITAL MARKETING SPECIALIST

WORK EXPERIENCE:

AUSTIN AREA JAZZ FESTIVAL

Event Coordinator & Marketing Support | Fall 2019

- Created and implemented tools for organizing community affiliate marketing partners, performing and visual artist and festival volunteers.
- Promoted festival through digital and print marketing materials alongside marketing coordinator. Created, updated and maintained festival website.

BOYS & GIRLS CLUBS OF SOUTH CENTRAL TEXAS

Front-End Developer & Marketing Support | June 2019 - Current

- Performed weekly updates to 3 websites under the organization; maintaining domain hosting, security software, website builder tools and FTP.
- Worked in collaboration with the CEO, marketing coordinator and marketing team to create and organize digital and print marketing campaigns for several programs.

WELLS FARGO

Teller & Lead Teller | 2016-2018

- Worked in collaboration and individually to build relationships with customers in a goal to help them succeed financially and have healthy wealth management.
- Provide customers with resources and tools to navigate and better understand their finances and accounts

ACADEMIC BACKGROUND:

TEXAS STATE UNIVERSITY

College of Journalism and Mass Communications
-Graduated with a Bachelor's Degree in Digital Media Innovation, 2019