SIERRA AUSTIN

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📞 (443) 750-0223

📍 Baltimore, MD 21201

SKILLS

- Marketing analytics
- Promotion tactics implementation
- Lead Development
- Goal planning
- Strategic planning
- Social Media Management
- Google and Microsoft applications
- Basic Photoshop
- Facetune

EDUCATION

Estem Public Charter High School
Little Rock, AR • 05/2018

High School Diploma

Pulaski Technical College
North Little Rock, AR

No Degree

University of Arkansas At Little Rock
Little Rock, AR

No Degree: Mass Communications

PROFESSIONAL SUMMARY

I was born in North Little Rock, Arkansas, and recently moved to Baltimore, Maryland to gain a degree from Morgan State University in Strategic Communication.

Through my dedicated years of study, I have continuously grown a passion for public relations and social media marketing. I have developed a non-profit organization campaign, configured social media strategies for a podcast and a nonprofit organization, developed my own influencer brand through social media, and I've been published twice in the AFRO. In addition to my practical experience, I am an open-minded individual who enjoys configuring social media strategies and developing brands.

WEBSITE, PORTFOLIO, PROFILES

- https://siaus1.wixsite.com/sierracaeportfolio

ACCOMPLISHMENTS

- Published twice
- Interviewed the Mayor of Baltimore
- Interviewed the health commissioner of Baltimore
- Developed a nonprofit organization fundraiser
- rebranded a podcast
- rebranded a nonprofit organizations social media

WORK HISTORY

The Bliss Box - Social Media Manager
North Little Rock, United States • 07/2020 - Current

- Developed marketing content such as promotional materials and advertisements for social media.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.

Morgan State University Strategy Shop - Assistant Social Media Manager Intern
Baltimore, MD • 08/2021 - 12/2022

- Assisted team with various marketing projects that would engage new leads and potential customers.
- Responded to comments, posts and questions from various channels.

Morgan State University
Baltimore, MD • Expected in 05/2022

Bachelor of Science: Strategic Communications

CERTIFICATIONS

- Social Marketing - Hootsuite (2020)
- Social Media - Hubspot (2020)
- Newsroom Readiness - Poynter (2021)
- Influencer Marketing - Meltwater (2021)
- Digital Advertising - Hubspot (2021)

- Worked with assigned team on projects to meet deliverables.
- Created and distributed blog posts and press releases on social media and traditional news outlets.

Morgan State University Athletics Department - Social Media Marketing Intern
Baltimore, MD • 01/2022 - 05/2022

- Supported branding, digital marketing messaging and advertising campaigns by engaging with followers on various social media platforms.
- Contributed to mock-ups, email campaigns and social media content.
- Assisted team with various marketing projects that would engage new leads and potential customers.
- Collaborated with team members to help expand marketing channels.

Alzheimer's Arkansas - Social Media Marketing Intern
Little Rock, AR • 09/2021 - 12/2021

- Supported branding, digital marketing messaging and advertising campaigns by engaging with followers on various social media platforms.
- Contributed to mock-ups, email campaigns and social media content.
- Designed and presented social media campaign ideas.
- Networked among donors and fundraised to generate money for campaign.

Not So Crazy Love - Social Media Marketing Intern
Baltimore, MD • 07/2021 - 12/2021

- Contributed to mock-ups and social media content.
- Assisted team with various marketing projects that would engage new leads and potential customers.
- Designed and presented social media campaign ideas.
- Stayed updated with latest marketing concepts and techniques.

Afro - Author
Baltimore, MD • 04/2021 - 04/2021

- Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
- Published twice (article and audio reflection)

LANGUAGES

American Sign Language