



craigatierney@gmail.com

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I'm a global marketing communicator who excels with a flexible, balanced approach. I invest in long-term strategies, while also taking advantage of new, short-term opportunities. I recognize and respect cultural differences, while still empathizing with foreign audiences. Most importantly, I constantly learn and expand my skillset, while still providing specific attention to every company, brand, message, and detail.

Writing | Editing | Marketing | Communication | Strategy | Research | Content Marketing | International Travel
Social Media | YouTube | WordPress | Google AdWords & Analytics | Design | Beginner Spanish | British English

MARKETING COMMUNICATIONS

Global Marketing Communications Specialist

Trouw Nutrition/Micronutrients USA, LLC

November 2016 - Present

- Coordinates and creates multimedia marketing materials for global audiences including: research reports, brochures, blog posts, branding guides, videos, trade show collateral; curates growing YouTube channel (500,000+ views in first year); earns international media coverage for scientific products.
- Collaborates with marketing communications colleagues from 30+ countries to educate and communicate global marketing strategies for our portfolio of animal feed products.
- Travels internationally to meet with colleagues and customize strategies for local audiences; attends trade shows.

Freelance Content Marketer

With It Communications

August 2016 - Present

- Conducts research and composes business-to-business blog, website, and social media strategies to position clients such as ASI Solutions, Thaddeus Rex, Inc., and SixFeetUp, Inc. as experts in their market.
- Completes volunteer brand messaging and content strategy projects for nonprofits such as Wardrobe for Opportunity, Legal Outreach, Inc., Jimbere Fund, and MitoAction (for which my email strategy contributed to \$100,000+ in donations at a single event).

Marketing & Branding Intern

Butler University Marketing and Communications

January 2016 - May 2016

- Developed "Dream Like a Bulldog" multimedia campaign to position Butler as a dream school through social media and on-campus promotions such as a Dream Wall for students to write their future aspirations.
- Researched 80+ competitors to compile a list of improvements to Butler's online marketing/brand guide.

PR & Graphic Design Intern

Christel House International

August 2015 - December 2015

- Increased daily Google Ad impressions by thousands in the Indianapolis area with self-taught AdWords tactics.
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EDUCATION

Butler University

BA Strategic Communication (High Honors) and Psychology
