

CRAIG TIERNEY

I'm a Communications Manager who's energized by quality content and international work. My career highlights so far include rolling out international marketing strategies, building a brand at a fast-moving tech startup, and challenging myself through freelance projects for myriad clients.

My ideal roles allow me to empathize with a diverse array of audiences, problem-solve through communication, and contribute to a positive team culture. I'm also partial to great podcast recs.

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STRATEGIC COMMUNICATIONS & MARKETING

Communications Manager | March 2020 – Present **Content Marketing Specialist | February 2019 – March 2020**

Kenzie Academy, Indianapolis, IN

- Develops and executes external communications to help garner ~30,000 leads and enroll hundreds of students each quarter. Manages and creates website, email, organic/paid social media, design, photo, and video content.
- Creates and manages marketing for 90+ webinar events, organically garnering 700+ total RSVPs and 570+ Meetup group members nationwide in 6 months.
- Acts as department ambassador to students and other teams. Problem-solves by communicating rapid-fire changes to curriculum and financing, creating alumni outcomes profiles, and establishing external marketing partnerships for events and other content.
- Built and manages branding across content and departments.

Freelance Content Marketer | August 2016 – Present

Carmel, IN

- Has composed B2B and B2C thought pieces for Sapphire Strategy clients, website content for Divorce Financial Strategies, and copywriting for Maple Blue Meal Delivery, amongst other clients.
- Adapts client brand voices, researches and drafts outcomes-focused content to position each client as a leader in their market niche.

International Marketing Communications Specialist | November 2016 – January 2019

Trouw Nutrition/Micronutrients, Indianapolis, IN

- Coordinated and created marketing materials and strategies for audiences across 30+ countries including product research reports, brochures, branding, YouTube channels, and eLearning modules.
 - Traveled to Italy, the Netherlands, Germany, and Guatemala to train and strategize with teams on local communications. Recommended materials and customizations based on specific audience needs and product regulations.
 - Organized dozens of media interviews, attended trade shows and facilitated show booths in Germany, Mexico, and throughout the U.S.
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OTHER SKILLS

- Experience in Sprout Social, Adobe Suite, Hubspot, Google Analytics, WordPress, and Squarespace.
 - Research skills for content creation, plus presented on social media privacy laws at Butler University Research Conference.
 - Enthusiasm for international travel. Learning Spanish and able to write and edit for British English.
 - Misc. experience from being a dog dad, Muay Thai training, and dabbling in amateur art/photography.
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BA Strategic Communication (High Honors) and Psychology, Butler University, 2016