

# CRAIG TIERNEY

I'm a Communications Manager energized by consequential missions, quality content, and international work. My career highlights so far include rolling out international marketing strategies, building a brand to help a fast-moving tech startup get acquired, and building my portfolio through freelance projects for myriad clients.

Roles which allow me to empathize with diverse audiences, problem-solve through communication, and contribute to positive team cultures are my favorites. I'm also partial to great podcast recs.

CRAIGTIERNEY.COM

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## STRATEGIC COMMUNICATIONS & MARKETING

### **Communications Manager | March 2020 – Present**

### **Content Marketing Specialist | February 2019 – March 2020**

*Kenzie Academy from Southern New Hampshire University (SNHU), Indianapolis, IN*

- Develops and executes external communications to help launch new programs and garner ~30,000 leads to enroll hundreds of students each quarter. Manages and creates website, email, SMS, organic/paid social media, design, photo, and video content.
- Creates and manages marketing for 120+ webinar events, organically garnering 900+ total RSVPs and 1,300+ Meetup group members nationwide in 9 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.
- Established and managed branding to help Kenzie achieve and adjust to our acquisition by SNHU.

### **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, Squarespace, & SurferSEO.
  - Research for content: 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 amateur art and photography, Muay Thai training, and being a dog dad.
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BA Strategic Communication (High Honors) and Psychology, Butler University, 2016