

# 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 best work comes when I can 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.

CRAIGTIERNEY.COM

CRAIGATIERNEY@GMAIL.COM

(317) 777-2947

---

## 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 for Kenzie as well as for partnerships with Amazon, WGU, UCSD, and CSU-Global.
- Built and manages branding which contributed to Kenzie's acquisition by Southern New Hampshire University (SNHU).
- Creates and manages marketing for 150+ webinar events, organically garnering 1,200+ total RSVPs and 1,100+ 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.

### **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.
- 

## OTHER SKILLS

- Experience in Sprout Social, Adobe Suite, Hubspot, Google Analytics, WordPress, and Squarespace.
  - Research for content creation. Presented on social media law at Butler University Research Conference.
  - Enthusiasm for international travel. Learning Spanish and able to write and edit for British English.
  - Misc. experience as an amateur artist and photographer, dog dad, and Muay Thai athlete.
- 

BA Strategic Communication (High Honors) and Psychology, Butler University, 2016