

SIERRA HANCOCK

MBA, marketing emphasis, Spring 2022

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DIGITAL MARKETING AND PROMOTIONS LEADER

Driven, creative and well-rounded marketing leader with proven track record of quickly mastering new skills; efficiently leading, empowering and training team members; and actively enhancing internal processes for the entire team. Creative problem solver who quickly becomes the point person for production concerns, branding brainstorms, and even technology issues. Passionate and studied team player with the discipline, work ethic and unique blend of experiences to tackle high-demand projects under tight deadlines, with efficiency and company brand at top of mind.

Core competencies include:

Creative Strategy Development • MNI Management • Interpersonal Communication
Cooperative Relationship Building • Public Speaking • Video Production
Digital Ad Production & Targeting • Self-Starter • Customer Service

SELECTED ACHIEVEMENTS

- Known as the “Swiss Army Knife” of each top 40 market I’ve worked in; quickly mastering various department roles and skills, training staff and multitasking in tandem with main role
- Received Regional Emmy Award for Surprise Squad videography and production as **Promotions Producer for KMOV**
- Wrote, directed, produced and spearheaded the first major on-air and digital campaign for 4 stations as **Creative Producer for Meredith Creative Group**; digital content obtained half a million organic views on Facebook and Instagram alone
- Wrote and digitally distributed 2 of the topmost-read local news stories of the year; one of them placing #1 on the list, as **Digital Producer for FOX Carolina**
- Mastered WideOrbit Ad Management System in 2 days in order to cover coworker’s urgent time off, and subsequently trained current staff and new hires at **Meredith Creative Group**

PROFESSIONAL EXPERIENCE

MEREDITH CORPORATION 2015-Present

Creative Group Producer, Meredith Creative Group, 2020-present, Nashville, TN

Responsible for developing and executing strategic campaigns for on-air and digital promotion of 11 stations. Undertaking multiple department roles in on-air production, digital media, as well as Ad distribution and logs.

- Developed Hub-wide training and organizational tools, covering topics such as WideOrbit intricacies, Dropbox workflow and organization, and digital content best practices
- Produced and delivered 70+ scripts and 80+ digital elements for first major marketing campaign at the hub; garnering half a million organic views across Facebook and Instagram
- Balancing relationships with 11 markets, and collaborating daily with top-level management and station talent to meet company goals

Promotions Producer, KMOV, 2018-2020, St. Louis, MO

Targeting weak areas of station brand, then conceptualizing and following through with strong ideas to build market share and ratings. Spearheading digital content distribution for all CBS network programs.

- Organized and helped direct production shoot for high-performing KMOV image spot
- Recognized internally and externally for morning image spot, which I directed and produced
- Consistently met deadlines for TSR production during ratings periods, while maintaining quality work

Digital Producer, 2015-2018

KMOV, 2015, St. Louis, MO

FOX Carolina, 2016-2018, Greenville, SC

Gathered breaking news details, wrote stories and distributed accurate content under pressure for leading digital distributor for entire Meredith Group in 2016. Managed all news operations solo during 12-hour weekend shifts; investigating tips, assigning reporters and alerting viewers of top stories before our competitors.

- Created and distributed numerous #1 monthly Facebook posts out of entire Meredith Group
- Streamlined digital reporting and posting process through staff training, handouts and presentations
- Consistently maintained top spot on Facebook leader board for social engagement and interactions

CC CREATIV 2017-present

Owner/Principal Designer, CC CreatiV, 2017-present, Remote

Developed a digital marketing business geared toward empowering and providing small businesses with the knowledge, confidence and creative content to run a successful operation. Building and maintaining key relationships with owners and entrepreneurs across the South and Midwest.

- Produced creative copy, media and strategy to launch several St. Louis and Nashville-based businesses
- Managing diverse clientele from healthcare to the music industry; with high rate of return business and word-of-mouth referrals

EDUCATION

NORTHWEST MISSOURI STATE UNIVERSITY, St. Louis, Missouri

M.B.A. with Marketing emphasis, Spring 2022

WEBSTER UNIVERSITY, St. Louis, Missouri

B.A., Journalism with Spanish minor