

# KIERAN TRASK

*Digital Marketer*

## PROFESSIONAL SUMMARY

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Digital Marketer with over 14 years of experience driving transformative social media strategies and achieving significant engagement growth. Expert in strategic thinking, problem-solving, and brand development, generating over \$1M in revenue through innovative email marketing campaigns. Adept at leading cross-functional teams to deliver immersive brand experiences and foster lasting client relationships.

## EMPLOYMENT HISTORY

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### DIGITAL COMMUNICATIONS MANAGER

Oct 2022 - Present

#### *Grayscale Marketing*

- ◆ Spearhead social content strategy, driving 26M impressions in 6 months. Craft 100+ campaigns, boosting engagement and supporting marketing objectives.
- ◆ Write and edit over 100 social media and email campaigns, enhancing engagement and supporting marketing goals.
- ◆ Devise and execute email marketing campaigns, generating over \$1M in revenue. Implement influencer strategies to amplify product launches and brand initiatives.
- ◆ Conceptualized and executed onsite activations, enhancing brand presence and creating immersive experiences for target audiences.
- ◆ Orchestrated influencer seeding strategies, fostering partnerships to amplify brand campaigns and drive social media engagement.

### ACCOUNT MANAGER

May 2021 - Oct 2022

#### *Draft.dev*

- ◆ Managed 30 client accounts, generating over \$1M annually, ensuring high client satisfaction.
- ◆ Developed onboarding processes, reducing client onboarding time by one week.
- ◆ Cultivated client relationships, achieving a 75% renewal rate.
- ◆ Coordinated with editorial and operations teams to deliver up to 30 content pieces weekly.

### DIRECTOR OF SOCIAL MEDIA

May 2019 - Apr 2021

#### *RFD-TV*

- ◆ Developed and managed digital strategy for RFD-TV socials, growing Facebook followers by 113K+ and Instagram by 21K+.
- ◆ Increased social media engagement rates to 5.58% on Facebook and 4.52% on Instagram through community interaction.
- ◆ Directed team efforts for event coverage and partnerships, ensuring seamless execution of live events.
- ◆ Enhanced awareness of new shows, breaking news, and live events via targeted social media campaigns.
- ◆ Achieved measurable growth in social media presence and engagement, driving audience expansion.

### SOCIAL MEDIA MARKETER

Aug 2010 - Apr 2019

#### *Freelance*

- ◆ Pioneered social media strategies, growing a hybrid Twitter account to 25K followers—crafted engaging content across platforms, aligning brand goals with fan initiatives.
- ◆ Contributed to planning and executing content across various social media platforms.
- ◆ Synergized with management and press teams to integrate brand strategy with grassroots efforts. Mentored street team members, fostering growth of additional fan accounts.

## EDUCATION

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### BACHELOR OF SCIENCE

2015

#### *Middle Tennessee State University*

Public Relations

### DATA ANALYTICS BOOTCAMP

2023

#### *Nashville Software School*

SQL | Python | Excel

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## SKILLS

Content Creation, Data Analytics, Problem Solving, People Management, Project Management, Social Listening, Strategic Thinking, Trendspotting, Brand Development, Email Marketing, Market Research, Campaign Analysis, Digital Advertising, Customer Engagement.

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## LINKS

Website: [kiwibailey.com](http://kiwibailey.com).

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## ADDITIONAL INFORMATION

### AFFILIATIONS

CMA Professional Member

2024 "Reelies" Nominee

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## COURSES

### DATA ANALYTICS CERTIFICATION

*Nashville Software School*

### MARKETING SCIENCE PROFESSIONAL

*Meta*