

# TIASIA J. COCKRELL

## SUMMARY

Social media and marketing professional with 3+ years of experience in social media management, branding and content marketing. Possess excellent communication skills for social events and outreach with a strong brand presence.

## EXPERIENCE

### Brand Ambassador

AGAR | Cincinnati, OH | August 2022 - Current

- Increased client profits by establishing strong brand representation through face-to-face marketing for brands such as OLAY, My Black is Beautiful, Kroger, etc.
- Developed and optimized demonstrations to best connect with prospects and encourage sales.

### Social Media Manager

The Tiasia Cockrell Brand | January 2020 - Current

- Create social media strategies to increase sales and brand awareness across multiple platforms.
- Produce videos by writing scripts, editing and posting final creative.
- Analyze content trends to create successful post that engages audience
- Establish partnerships and collaborations within 6+ brands within one year

### Enrollment Counselor

Union Institute & University | Cincinnati, OH | August 2019 - Current

- Provide information about class options, educational materials and available services that the university provides
- Complete and process applications for enrollment
- Assist students with completing and submitting applications for admission

### Game Day PR Intern/Content Creator

Game Day PR | Cincinnati, OH | August 2022 - October 2022

- Blog Post for Cincinnati People, an online publication featuring local businesses, events and more
- Assisted on location with high profile events, interviews, photography and videography

## CONTACT

📞 (513) 335-4627

✉️ Tiasia.cockrell@gmail.com

📍 Cincinnati, Ohio 45240

## SKILLS

- Photo and Video Editing
- Content Creation
- Brand Promotion
- Email Marketing
- Strategic Planning
- Influencer Collaboration
- Excellent Communication

## EDUCATION AND TRAINING

### Master of Science

Organizational Leadership  
Union Institute & University, Cincinnati, OH

Expected in March 2024

### Bachelors

Communications, Public Relations  
University of Cincinnati

- Spring, 2018 - Dean's List  
August 2018

### Associates/ bachelors

Public Relation, Sports Management  
University of Akron  
Collegiate cheerleader for football and basketball  
May 2016