





TIA W. RAMEY



SUMMARY

An experienced digital marketing consultant with a wide-range of marketing and advertising experience across several industries from public to private. A highly-motivated deadline driven problem solver with strong communication and leadership skills. 8 years of experience, specializing in social media and web content creation and management.

CONTACT ME

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COMMUNITY SERVICE

- Board Member of Friends of the Library Public Relations Committee
- Member of the National Coalition of 100 Black Women Central Ohio Chapter Economic Empowerment Committee
- CCAD Alumni Board
- Former Advisory Board Member at Ft. Hayes Architectural Design Program

TECHNOLOGY

- Trained in management of multiple CMS Platforms including Wordpress and Drupal
- Skilled with Adobe Creative Suite
- Photography and photo editing
- Videography
- Application content management
- 5 years experience with podcasting

PROJECTS

Celebrate One Safe Sleep Campaign | 2019

Social Media Content and Messaging

Chief and Me Campaign - City of Columbus | 2019

Creative Director and Social Media Strategist

Franklin County Women's Portal | Present

Branding and Strategy Consultant

2020 Census - City of Columbus | Present

Creative Consultant and Content Manager

2020 Census- Franklin County | Present

Social Media Strategy and Creative Director

EXPERIENCE

Deputy Director (Governor's Office of Faith-Based and Community Initiatives)

2019 - Present

Market the resources of the Faith-Based office to non-profit organizations in order to build a network of compassion across the state of Ohio. Execute the mission and vision of the GOFBCI through outreach efforts and measure the outcomes of our partnerships through relationship building and networking.

Marketing Consultant (Ramey Marketing, LLC)

2012- 2020

Researches marketing trends and data. Provides expert information regarding promotions, branding, media channels, and other key information for marketing success. Guides the implementation of marketing strategies for various products and services.

Social Media Manager (Besa Lighting)

2011 - 2012

Develop and maintain a comprehensive social media strategy that defines how social media marketing techniques will be applied to increase visibility and traffic across all Besa Lighting brands and products. Lead the development of organization-wide social media management standards, policies, and rules of engagement for social media.

EDUCATION

Bachelors of Fine Arts | Columbus College of Art and Design

2004 -2010

Studies: Advertising, Graphic Design, Fashion Design

Masters Program | Franklin University

2011- 2012

Studies: Marketing and Communication

AWARDS

Advisor of the Year | Increase Community Development Corporation
2018

Small Business Award | Small Business Administration & Fifth Third Bank
2018

SKILLS

- Project Management
- Content Creation
- Display Advertising
- Time Management
- Copy-writing
- Social Media Marketing
- Creative Development
- Digital Marketing
- Strategic Planning
- Media Buying
- Outreach and Relationship Building
- Team Player
- Public Relations
- Graphic and Digital Design
- Presentation Skills
- Verbal and Written Communication
- Multi-tasking
- Analytical Analysis
- Budgeting and Tracking
- Community Organizing and Activism
- Driving Engagement and tracking insights
- Sales and Marketing
- Deadline driven