

Tess Brock

Contact

Phone
(423) 802-3305

Email
tessbrock@gmail.com

Website
tessbrock.com

Skills

Content Strategy

Web Analytics

Digital Journalism

Paid Social

WordPress

Adobe Suite

Copy Editing (AP Style)

Quality Assurance

Education

Saint Louis University

BA Communication,
Journalism & Media Studies
Film Studies minor

Magna Cum Laude

Psi Theta Honor Society

Dean's List 2013 – 2016

Work Experience

Audience Development Analyst
WNET (PBS), March 2017 - Present

- Use analytics tools to measure the effectiveness of audience growth strategies and identify user trends
- Create and manage ad campaigns through Google AdWords and Facebook Ads for national programs and web series
- Produce social content for national premieres and web initiatives
- Assist in web redesigns, QA testing and event planning

Social Media Manager
Integramed Fertility, Jan 2017 - Present

- Manage Facebook account for a fertility clinic
- Use social calendar to post a variety of content 5-6 times per week
- Update and report Facebook analytics

Content Strategist
Integrity Web Agency, May 2016 - Dec 2016

- Planned, lead and executed WordPress website redesigns
- Managed all internal social media accounts
- Wrote weekly blog posts focusing on client success and company insights
- Updated and delivered weekly analytics reports

Content Management Intern
Do314, Jan 2016 – May 2016

- Wrote daily editorial content for the Do314 website
- Assisted general manager with website management
- Managed all social media accounts (doubled social following on Twitter and Instagram)

Arts Editor
The University News, Aug 2015 – Dec 2016

- Plan and coordinated coverage for Arts & Entertainment section
- Copy edited all section stories
- Designed each week's issue

Marketing & Communications Intern
Center of Creative Arts (COCA), Aug 2015 – Dec 2015

- Assisted with planning and execution of marketing and promotional events
- Researched, created and executed targeted e-marketing materials