

Tess Brock

Contact

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Email
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Website
tessbrock.com

Skills

Content Strategy

Web Analytics

Branded Content

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

- Develop audience growth strategies for four of PBS' national series and over a dozen local programs
- Use analytics tools to measure the effectiveness of audience growth strategies
- Create and manage ad campaigns through Google AdWords and Facebook Ads
- Produce social content for national premieres and web initiatives

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

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 Management Intern
Do314, Jan 2016 – May 2016

- Created daily editorial content pieces including local guides, event how-tos and branded content
- Assisted general manager with website management
- Managed all social media accounts

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