

Tierra Anderson

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Education

Georgia State University, J. Mack Robinson College of Business	Atlanta, GA
MBA, Marketing concentration (In Progress)	May 2027
Georgia State University	Atlanta, GA
MA, Communications: Film, Video, Digital Imaging	May 2023
University of West Georgia	Carrollton, GA
BS, Mass Communications BS, Psychology	May 2021

Work Experience

Andrew Young School of Policy – Georgia State University	Atlanta, GA
<u>Marketing and Communications Assistant</u>	August 2025 – Present

- Design and execute multi-platform digital marketing campaigns for Career Services and Alumni Relations initiatives
- Create original visual content in Canva for events such as Employer Close-Ups and Graduate Mixers
- Execute weekly newsletters using Microsoft Word Mail Merge to promote student events and opportunities

National Black MBA Association (NBMBA) – Atlanta Chapter	Atlanta, GA
<u>Marketing Intern</u>	May 2026 – August 2026

- Produced marketing materials for events like Connections & Cocktails to enhance member engagement
- Participated in weekly strategy meetings to align marketing initiatives with organizational goals
- Coordinated approvals of marketing materials and collaborated with stakeholders across digital channels

Academy Within	Palmetto, GA
<u>Community Manager</u>	May 2024 – December 2024

- Developed and implemented a badge system to recognize student achievements, enhancing engagement
- Designed tailored program brochures for Cox Enterprises' internal employees through Academy Within
- Onboarded new students and oversaw habit-builder accounts, resulting in a 39% membership increase
- Produced weekly engagement reports and refined communication strategies based on data insights

Working Families Party	East Point, GA
<u>Digital Communications Organizing Intern</u>	September 2023 – December 2023

- Increased email open rates by 62% through strategic and compelling email marketing campaigns
- Created and scheduled weekly social media posts, aligning content with organizational goals
- Monitored and analyzed digital metrics to optimize communication strategies

Leadership & Involvement

NBMBA Graduate Case Competition - Georgia State University	Atlanta, GA
<u>Presentation Design Lead</u>	July 2026 – Present

- Won 1st place nationally for developing OMNIGEN, an integrated marketing strategy for Dodge
- Selected to represent Georgia State University against 18 universities nationwide
- Led the visual storytelling and design of the team's executive presentation for Stellantis executives

Skills & Expertise

Canva, Mail Merge, Adobe Premiere Pro, Microsoft Office, Data Analytics & Reporting (Mighty Networks Insights), Project Management, and Research