

# TESS BROCK

*Digital media professional with a record of producing engaging online experiences and effective audience growth strategies.*

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## PROFESSIONAL EXPERIENCE

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MAY '22 - PRESENT

### **Social Video Content Producer**

*Freelance*

- Design and implement [social video](#) strategy for Instagram, TikTok, and more
- Concept, shoot, and edit original short-form social video content
- Manage day-to-day posting, copywriting, and optimization of video content on multiple platforms
- Identify success metrics to inform, measure, evolve, and improve content strategy
- Monitor and engage with followers, partners, and influencers across social channels
- Provide ongoing insights and counsel on emerging social video trends and developments

DEC '21 - AUG '22

### **Digital Marketing Specialist**

*SteadyRain*

- Created and executed cutting-edge digital marketing campaigns for clientele across multiple industries
- Implemented and managed SEO strategies for website launches, transitions and ongoing campaigns
- Strategically reviewed SEM performance data to identify new content opportunities
- Creative and technical copywriting for websites, blogs, social media, and digital marketing campaigns
- Assembled and analyzed monthly client reports using Google Analytics, Data Studio, and more

JUL '20 - NOV '21

### **Digital Content Specialist**

*PBS (The WNET Group)*

- Researched, pitched, and produced original content pieces for web & emerging platforms
- Wrote promotional long-form web content for PBS broadcast program premieres
- Owned and curated program web pages, published blog posts and other content regularly
- Created and produced [She Digs](#), a column featuring women in the archaeology field
- Managed various video production tasks, such as research, guest outreach, and scripting
- Developed production workflows, generated documentation, and assisted in production meetings
- Assembled and scheduled monthly national program newsletters using MailChimp
- Wrote social media copy as needed for platforms including Twitter, Instagram, and YouTube
- Launched and managed channel for YouTube series [Take on Fake](#), a 2021 Webby Award winner
- Assisted the Director of Production with project management and miscellaneous production tasks

MAR '17 - JUN '20

### **Audience Development Specialist / Analyst**

*PBS (The WNET Group)*

- Developed innovative audience growth strategies for local and national PBS signature series
- Defined, created, and presented website optimization strategies (SEO)
- Performed content research by remaining up-to-date on industry trends and keyword research
- Educated teams on best practices with documentation and regular training
- Provided editorial and social media support, suggested and produced content improvements
- Performed regular analytics reporting, provided weekly, monthly, and quarterly analytics reports

MAY '16 - DEC '16

### Content Strategist

*Integrity*

Developed and managed social media, email, and SEO marketing strategies  
Assisted in digital measurement strategies, provided insights reports  
Supported UX strategy, digital marketing, and web development projects  
Created content for websites, applications, and marketing campaigns  
Worked with clients of all sizes in industries including art, entertainment, and technology

AUG '15 - DEC '16

### Arts Editor

*The University News*

Planned and coordinated coverage for the Arts & Entertainment section  
Managed and collaborated with a team of 10+ staff writers  
Designed section layout, copy edited all section stories, and crafted headlines  
Closely followed and covered the St. Louis arts scene, produced fresh story ideas regularly  
Conducted in-person, phone, and email interviews with artists and entertainment insiders

## EDUCATION

CLASS OF 2016  
ST. LOUIS, MO

### Saint Louis University

*Bachelor of Arts in Communication, Journalism and Media Studies*

Graduated Magna Cum Laude, Dean's List 2013-2016  
Communication Department Academic Achievement Award  
Regent's University London 2015 (Study Abroad)

## EXPERTISE

Writing & editing  
Content management  
Social media copywriting

Search Engine Optimization (SEO)  
Video production  
Content partnerships

Content strategy  
Creative direction  
Community management

## TOOLS

InDesign - Photoshop - Premiere - Livestream Studio  
YouTube - Instagram - TikTok - Facebook - Twitter - Pinterest  
Wordpress - MailChimp - Google Analytics - Google Data Studio  
Google Search Console - SEMRush - Microsoft Suite

## INTERESTS

Exploring art museums  
Studying pop culture  
Advocating for women's & LGBTQ+ rights

*References available upon request*