

TESS BROCK

Media professional with a record of producing engaging online experiences and implementing effective strategies to grow digital audiences.

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PROFESSIONAL EXPERIENCE

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 - PRESENT

Digital Marketing Specialist

SteadyRain

Execute/manage cutting-edge SEO & digital marketing campaigns for clientele across multiple industries
Concept and implement SEO strategies for website launches, transitions and ongoing campaigns
Strategic review of SEM performance data to identify new content opportunities
Creative and technical copywriting for websites, blogs, social media, and digital marketing campaigns
Assembly and organization of 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
Data analysis
Community management

TOOLS

InDesign - Photoshop - Premiere - Livestream Studio
YouTube - Instagram - TikTok - Facebook - Twitter - Pinterest
Wordpress - MailChimp - Google Analytics - Google Data Studio
SEM Rush - Microsoft Suite - Google Drive

INTERESTS

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

References available upon request