

# TIA W. RAMEY





## SUMMARY

An experienced digital marketing consultant with a wide-range of marketing and advertising experience across several industries from public to private.

A highly-motivated deadline driven problem solver with strong communication and senior leadership skills. 8 years of experience, specializing in social media and web content creation and management.

## CONTACT ME

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## TEACHING EXPERIENCE

- Columbus College of Art and Design: Self Promotion & Self Publishing - 2021
- Ohio State John Glenn College of Public Affairs: MAPS | Social Media Strategies 2020 - Current
- Ohio State John Glenn College of Public Affairs: Public Safety Leadership Academy | 2021
- Ohio Media School - Social Media Marketing | 2015

## TECHNOLOGY

- Trained in management of multiple CMS Platforms including Wordpress and Drupal
- Skilled with Adobe Creative Suite
- Photography and photo editing
- Videography
- Application content management
- 5 years experience with podcasting

## PROJECTS

**The Saunders PR Group | *LinkUS Mobility Corridors Initiative* | 2020-2021**  
Creative direction and social media strategy

**The Saunders PR Group | *Reimagining Public Safety* | 2021**  
Creative Development and graphic design

**The Saunders PR Group | *Franklin County Women's Portal* | 2020**  
Branding and Strategy Consultant

**The Saunders PR Group | *2020 Census - City of Columbus* | 2020**  
Creative Consultant and Content Manager

**The Saunders PR Group | *2020 Census- Franklin County* | 2020**  
Social Media Strategy and Creative Director

## EXPERIENCE

**Senior Vice President Chief Digital Strategist (The Saunders PR Group)**  
July 2020 - Present

Collaborate with the CEO and other executives to decide on business strategies. Assists with client acquisition and retention for The Saunders PR Group. Responsible for providing creative direction and leading creative development for TSPRG digital marketing efforts (e.g. website, blogs, emails and social media) to ensure brand consistency for all clients. Developing digital marketing campaigns to create and maintain high levels of customer interaction. Manages, audits, and improve online content, considering SEO and Google Analytics.

**Deputy Director (Governor's Office of Faith-Based and Community Initiatives)**  
2019 - November 2020

Market the resources of the Faith-Based office to non-profit organizations in order to build a network of compassion across the state of Ohio. Execute the mission and vision of the GOFBCI through outreach efforts and measure the outcomes of our partnerships through relationship building and networking.

**Marketing Consultant (Ramey Marketing, LLC)**  
August 2012 - Present

Researches marketing trends and data. Provides expert information regarding promotions, branding, media channels, and other key information for marketing success. Guides the implementation of marketing strategies for various products and services.

## EDUCATION

**Bachelors of Fine Arts | Columbus College of Art and Design**  
2004 -2010

Studies: Advertising, Graphic Design, Fashion Design

**Masters Program | Franklin University**  
2011- 2012

Studies: Marketing and Communication

## LEADERSHIP

Board Member - Friends of the Columbus Metropolitan Library |  
Community Relations Trustee

Board Member - Joseph's Coat | Vice President

Board Member - Think Make Live Youth PR Committee

National Coalition of 100 Black Women - Public Relations Committee

## SKILLS

- Project Management
- Content Creation
- Display Advertising
- Time Management
- Copy-writing
- Social Media Marketing
- Creative Development
- Digital Marketing
- Strategic Planning
- Media Buying
- Outreach and Relationship Building
- Team Player
- Public Relations
- Graphic and Digital Design
- Presentation Skills
- Verbal and Written Communication
- Multi-tasking
- Analytical Analysis
- Budgeting and Tracking
- Community Organizing and Activism
- Driving Engagement and tracking insights
- Sales and Marketing
- Deadline driven