

**Sierra Myers**  
Minneapolis, MN

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## Work Experience

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### Uproer

St. Paul, MN

Content Specialist

December 2022-March 2023 (Contract)

- Assisted SEO analysts in keyword research for five client content plans per month
- Researched top-ranking content and source links to include in client content
- Created 16 detailed outlines per month for external copywriters to adapt into company blog content
- Researched SaaS and e-commerce-specific concepts for quality content
- Wrote seven blog posts per month for SaaS and E-Commerce clients to improve organic rankings
- Produced two content updates per month on existing client content to increase traffic volume
- Upload client content to webpages using Pack Digital and WordPress

### Huron-Clinton Metroparks

Brighton, MI

Marketing Assistant

May 2022-December 2022

- Created daily social media content serving thousands of followers
- Scheduled dozens of social media posts per month using Hootsuite
- Analyzed social data and use the information to curate content
- Collaborated with various departments to create engaging content in still and video form
- Photographed, edited, and archived photos from park events and programming while interacting with patrons

### Northern Student Magazine

Bemidji, MN (Remote)

Writer, Designer

August 2021-December 2021

- Brainstormed and pitched unique and essential story concepts
- Collaborated with experts and interviewed sources for story details
- Wrote and organized engaging stories in a timely matter
- Designed story and magazine layouts for digital and printed viewing

### ClassHook

New York, NY (Remote)

Marketing Intern

May 2021-September 2021

- Designed an ambassador program from the ground up, which includes: perks, criteria for acceptance, messaging, promotional graphics, and more
- Presented and implemented marketing project ideas
- Planned, created, and executed social media content for Facebook, Instagram, Twitter, and LinkedIn
- Collaborated with other staff and interns on large long-term projects
- Planned, scheduled, and delivered a webinar to tens of educators on Accelerating Learning Using Popular Media

### Private Family

La Crosse, WI

Nanny

September 2018-September 2021

- Managed household and provided private childcare
- Built tutoring curriculum, including crafts and STEAM activities.
- Researched enriching community activities for the children to enjoy
- Guided children through at-home learning due to COVID-19

## Education

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### Bemidji State University

Bemidji, MN

BS in Marketing Communication

GPA: 3.95

Minors: Mass Communication and Psychology