

TRISTAN BAILEY

• Communications and Marketing Leader •



EDUCATION

Bachelors of Arts & Bachelors of Science - NC A&T University, 2013
Masters of Public Administration - University of North Carolina at Pembroke, [REDACTED]

EXPERIENCE

Parks Marketing and Special Events Coordinator, Guilford County Parks 2020-Current

- Spearhead comprehensive promotional campaigns encompassing the creation of flyers, brochures, PSAs, website content, social media initiatives, print materials, and televised interviews/ads.
- Played a key role in developing the Park Master Plan, collaborating with stakeholders to gather community input and ensure alignment with organizational objectives.
- Cultivated partnerships with local media outlets, promptly addressing information requests and crafting press releases.
- Created and implemented a comprehensive social media strategy, driving engagement and increasing followership across platforms.
- Strategically evaluated the organization's goals, promotional strategies, and requirements to develop public relations initiatives that shape public sentiment.
- Fostered collaboration with County departments and community stakeholders to amplify service reach and impact.
- Served as the primary backup for the online reservation system (rectrac), ensuring seamless operations during critical periods.
- Managed and curated the photography and video database, maintaining a comprehensive visual archive of essential assets.

Public Information Specialist, Cumberland County Government 2017-2020

- Managed County website and various department social media pages (Library, Animal Services, DSS, Health Dept.)
- Wrote news releases, weekly newspaper columns, and bi-weekly newspaper section.
- Produced monthly television show and weekly radio show appearances by arranging source interviews, creating questions, and coordinating with radio stations.
- Assisted the Board of Commissioners with community engagement, public communications, and media relations.
- Worked with departments to assess and evaluate communication practices, and created marketing plans.
- Managed live broadcast feed of Board of Commissioners meetings
- Participated in emergency response efforts for hurricanes and other natural disasters.
- Provided media and public information requests as needed in the absence of the Assistant County Manager

Communications Specialist, Action Pathways 2015-2017

- Led agency efforts to rebrand name, logo, mission, and other key agency elements; ensuring consistent message to retain clients, agency partners, and donors.
- Coordinated media relations and created program materials to include but not limited to news releases, videos, newsletters, and marketing materials; manage photography database and media clippings for archival purposes.
- Produced and coordinated social media channels for 5 agency programs; Tracked the effectiveness of media outreach and internal communications and made appropriate recommendations for changes.
- Developed, implemented, and evaluated marketing efforts resulting in new donors and corporate sponsorships for events, programs, and services offered by the organization.
- Designed agency support materials during Hurricane Matthew and other emergency/disaster situations.

Communications Coordinator, Support Military Spouses 2014-2015

- Planned, coordinated, and distributed program information to sponsors, partners, and the media; ensured a unified, consistent, and positive message regarding agency initiatives.
- Prepared and edited publications, such as press releases, reports, and newsletters to create a positive image of programs and to increase general awareness.
- Respond to media requests, and coordinate interviews.
- Planned and managed all social media; analyze insights to better understand effective marketing applications.

Skills

Adobe Indesign, Photoshop, Illustrator, Premiere Pro
Videography and Photography
Website Design and Management (NeoGov, HTML, Wordpress)

Other

United Way of Cumberland County Leadership Academy, 2019
Inaugural Fayetteville Millennial Commission Member, 2019 - 2020
NACo High Performance Leadership Program, 2022
Guilford County Juvenile Crime Prevention Council Member, 2022
Theta Nu Xi Foundation Secretary, 2023
Greensboro Parks Foundation Member, 2024