

# TRISTAN BAILEY

• Communications and Marketing Leader •

Energetic Marketing Professional with a strong background in crafting messages to improve company image and prepare supporting professionally written materials. Motivated to create targeted messaging to promote and inform the general public about upcoming events, promotions, and campaigns. Extensive experience utilizing detailed analytics reports to monitor and document success.



## EDUCATION

Bachelors of Arts & Bachelors of Science - NC A&T University, 2013

Masters of Public Administration - University of North Carolina at Pembroke, 2020

## EXPERIENCE

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

- Lead promotional efforts for the entire Parks Division and large special events; including drafting flyers, brochures, PSAs, website, social media, print and televised interviews/ads.
- Developed relationships with local media, respond to request for information, and write press releases.
- Coordinate parks citizen advisory board. Improved the level of professionalism and provided more resources so members are successful and meetings are more focused.
- Analyze the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote products, ideas, and services.
- Collaborate with County departments and community partners to improve the reach and impact of services.
- Primary backup for the online reservation system (rectrac).
- Maintain photography and video database.

### **Graphic Design/Information Specialist, Cumberland County Government** 2017-2020

- Wrote and starred in monthly informational County spotlight videos.
- Developed and maintained media contacts, including maintaining a monthly radio show and newspaper column.
- Assisted Board of Commissioners with community engagement, public communications and media relations.
- Managed several department's social media channels and developed day-to-day strategies.
- Participated in emergency response efforts for hurricanes and other natural disasters.
- Advised several County departments on communications strategies.

### **Communications Specialist, Action Pathways** 2015-2017

- Assisted 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; Tracking the effectiveness of media outreach and internal communications and make 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, coordinate interviews with founders.
- 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 (HTML, Wordpress)

## Other

United Way of Cumberland County Leadership Academy 2019  
Inaugural Fayetteville Millennial Commission 2019 - 2020  
Member of Theta Nu Xi Multicultural Sorority Incorporated

- Theta Woman GAP Member of the Year, 2021
- Founder of ONE Future Foundation, 2022