

Tiffany Gilkes

New York | [LinkedIn](#) | Tiffanygilkes@gmail.com | [Portfolio](#)

WORK EXPERIENCE

NYC Department of Homeless Services

New York, NY

Outreach Specialist

May 2022- Aug 2023

- Managed calls for street outreach teams, successfully placing over 3,700 unsheltered individuals.
- Coordinated available shelter beds and verified client placement.
- Facilitated internal collaboration for client case creation in the DHS system.
- Tracked and updated client placements using CARES and other tools.
- Addressed and resolved placement issues, such as transfers and vacancies.
- Generated daily capacity reports for specific facilities.
- Orchestrated transportation logistics for clients between shelters and isolation/quarantine sites.

Research Foundation of The City University of New York

New York, NY

Content Strategist

July 2021- Sept 2021

- Established brand principles for content evaluation and publishing standards across platforms.
- Produced and edited text for desktop and mobile applications.
- Led exploratory user research to inform product and design decisions.
- Collaborated with director and staff, ensuring brand consistency across content.
- Identified opportunities to leverage content for optimal user engagement and navigation.

Self-Employed

Remote

Copywriter

May 2017- March 2021

- Produced marketing content, increasing social media engagement by 28%.
- Advocated for content architecture and provided peer quality control.
- Collaborated with marketing teams to drive brand awareness through promotional strategies.

Medgar Evers College

Brooklyn, NY

Research Assistant

Aug 2019 - May 2020

- Developed and disseminated surveys, including for Covid-19 studies, using tools like Qualtrics.
- Presented comprehensive research findings to stakeholders.

Self-Employed

Brooklyn, NY

Digital Marketing Consultant

Aug 2018- June 2019

- Partnered with CEOs to create content strategies, leading to a 23% growth in e-commerce sales.

Brooklyn Navy Yard

Brooklyn, NY

Research Intern

Jun 2017- Aug 2017

- Undertook market research for a diabetic monitoring device.
- Analyzed user behavior concerning technology and app adoption.
- Shared research insights, enhancing product development by 30%.

EDUCATION

Medgar Evers College of The City University of New York

Brooklyn, NY

BA in Psychology

Jan 2021

SKILLS & INTERESTS

Software & Tools: CARES, MS Office 365, WordPress, Jira, Confluence, Qualtrics, Microsoft Office, Miro, Google Analytics, Excel, Figma, Adobe XD, Sketch, Notion, Adobe Experience Manager.

Content & Design: Content Design, UX Strategy, Microcopy, Content Strategy, Prototyping, Content Management, Information Architecture, Brand Strategy, Technical Writing, SEO.

Research & Analysis: Case Management, Qualitative Research, Project Management, Market Research, Analytical Skills, Data Management.

Communication & Creative: Slack, Empathy, Story Telling, Creative Writing, Copywriting, User Flows, Affinity Mapping.