

SASHA-GAY TRUSTY

CONTACT

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EDUCATION

Master of Science : Publishing:
Digital And Print Media, 05/2023

New York University - New York, NY

- Hearst Endowment for Magazine Media Scholarship - 2023 Scholarship Recipient
- Awarded: The Award for Excellence in Digital and Magazine Media

Bachelor of Arts : Journalism: Media
And Society, 05/2019

Georgia State University - Atlanta,
GA

- Extracurricular Activities: Staff Writer, The Signal and Student Entrepreneur, LauchGSU Business Incubator
- Awarded: Main Street Entrepreneurship Seed Fund Grant

SKILLS

- Writing and Editing: Digital & Print Media
- Audience Development: Social, Audio, Web & Print
- Data: Research, Reporting & Analysis
- Multichannel Marketing & Promotions Strategy
- Project Planning & Management: Airtable, Basecamp & Slack
- Google Analytics & Workspace
- Content Tools: Adobe Creative Suite, WordPress, Microsoft & Canva
- CMS & CRM Tools: MailChimp, WordPress, SquareSpace & Salesforce

PROFESSIONAL SUMMARY

I am passionate about strategic marketing and storytelling that impacts an audience eager to take action. I aim to problem-solve and produce results through project management, creativity, and effective communication.

WORK HISTORY

Interim Brand Marketing Manager, 09/2020 to Current
IHeartMedia - Atlanta, GA

- Develop and execute 360 marketing plans for O&O and partner podcasts to drive awareness, build audiences, and increase downloads.
- Work collaboratively with production, sales, PR, legal, paid social, and agencies to meet deadlines; managing multiple projects simultaneously.
- Quality assess and approve briefs, creative assets, promo scripts, and audio deliverables.
- Prepare monthly data reports of all promotional efforts, and review analytics to provide insights to priority partners such as HBO, Shondaland Audio, Tenderfoot TV, and more.

Strategic Marketing Coordinator, 10/2019 to 02/2020
Cooper Lighting - Peachtree City, GA

- Managed multichannel marketing campaigns for product releases, trade shows, and consumer-focused webinars.
- Monitor campaign data and prepare analytics reports for presentations to marketing execs.
- Wrote and designed process documents and internal presentations.

Editor, 07/2023 to 10/2023
Ulysses Press - Atlanta, GA

- Edited non-fiction manuscripts using Chicago Manual and in-house style guides to improve readability and story development.
- Reviewed new and existing manuscripts for grammar, spelling, punctuation, syntax, consistency, and compliance with quality standards.
- Collaborated with other editors and authors to guide editorial improvements, meet deadlines, and funnel manuscripts through pipeline.

Editor, 02/2017 to 09/2020
Quaint Revolt Magazine - Atlanta, GA

- Assigned and edited digital and print content using AP stylebook.
- Developed and executed monthly marketing campaigns and production schedules.
- Managed 10 contractors, overseeing editorial and social calendars.
- Developed comprehensive analytics reports to make editorial and marketing decisions.