

Decatur, GA 30032

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Sasha-Gay Trusty

[LinkedIn](#) & [Creative Portfolio](#)

Professional Summary

I am passionate about the kind of storytelling that impacts an audience eager to take action, as well as for those who seek guidance with creative direction. As a creative visionary, I am solution-driven, one who produces strategic & innovative key results through a culmination of principles such as: project management, brand management, writing and editing.

Key performance attributes

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

Education and Extracurricular

Master of Science, 2023 — Publishing: Digital and Print Media, New York University, New York, NY

Bachelor of Arts 2019 — Journalism: Media and Society, Georgia State University, Atlanta, GA

2023 Scholarship Recipient — Hearst Endowment for Magazine, Media Scholarship

The Award for Excellence in Digital and Magazine Media, Main Street, Staff Writer, The Signal and Student Entrepreneur, and LaunchGSU Business Incubator

Professional Experience

iHeartMedia, Inc., Atlanta, GA — Interim Brand Marketing Manager

September 2020 - current

Strategically manage actionable items with an in-depth understanding of marketing strategies and principles. Deliver considerable and measurable network and broadcast impressions every 30 days; manage 3-5 end-to-end marketing campaigns every 30 days.

Develop and execute 360 marketing plans for O&O and partner podcasts to drive brand awareness, build and manage audiences, and increase downloads.

Prepare monthly data reports encompassing all promotional efforts. Routinely gather and review analytics to provide insight to priority partners, such as HBO, Shondaland Audio, Tenderfoot TV, and more.

Exhibit and enhance internal communication through collaboration with production, sales, PR, legal, paid social, and agencies to meet deadlines. Manage 3-5 projects per month, alongside ownership of other recurring projects. Approve briefs, creative assets, promo scripts, and audio deliverables.

Ulysses Press, *Atlanta, GA* — *Editor*

July 2023 - October 2023

Evaluate and edit non-fiction manuscripts once a month, utilizing Chicago Manual and in-house style guides to establish & improve readability, while aligning story development.

Exhibit strong assessment skills through routine reviews of new and existing manuscripts for grammar, spelling, punctuation, syntax, consistency, and compliance with quality standards.

Closely collaborate with other editors and authors to guide editorial improvements, meet deadlines, and funnel manuscripts through the pipeline.

Cooper Lighting, *Peachtree City, GA* — *Strategic Marketing Coordinator*

October 2019 - February 2020

Successfully coordinated and led digital marketing campaigns for trade shows, informational webinars, and product releases to a specific audience through creative and strategic analysis.

Monitor and interpret campaign data and prepare analytics reports for demonstration to marketing executives, while providing creative ways to increase brand awareness.

Utilized artificial intelligence tools to manage demand and resolve customer queries, following with assigning queries to product experts.

Quaint Revolt Magazine, *Atlanta, GA* — *Founder, Editor*

February 2017 - September 2020

Crafted and deployed monthly marketing campaigns and production schedules. Exhibited proactiveness and initiative in the organization of creative campaigns. Successfully assigned and edited digital & print content using the AP stylebook.

Managed a team of contractors while overseeing editorial and social calendars. Developed various, comprehensive analytics reports to inform editorial and marketing plans.