

Decatur, GA 30032

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Sasha-Gay Trusty, M. Sc

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

Key performance attributes

- Multimedia Storytelling & Strategy
- Audience Development (Social, Audio, Web & Print)
- Solutions-driven (Data Research, Reporting & Analysis)
- Multi-channel Marketing & Promotions Strategy
- Creative Project Planning & Management
- Google Analytics, Microsoft, Workspace, Adobe Creative Suite, Canva
- CMS/CRM tools - MailChimp, WordPress, SquareSpace, Salesforce & more

Education and Extracurricular

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

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

2023 Scholarship Recipient — Hearst Endowment for Magazine, Media Scholarship

2023 Recipient — The Award for Excellence in Digital and Magazine Media

Professional Experience

CADY, Alpharetta, GA — Brand Manager

August 2024 – present

Define and communicate the brand identity of the Underclass, Athletics, and Graduation product lines, ensuring consistency across all customer-facing touchpoints.

Develop and uphold comprehensive brand and go-to-market strategies for all customer-facing marketing and communication initiatives – including email, SMS, web, and print collateral.

Collaborate with cross-functional teams to align marketing efforts with overall objectives and internal product launches, along with leading creative collaborations by crafting and managing briefs and content production to ensure brand voice and values are upheld.

Work with Marketing Analysts to understand performance metrics, KPIs, and ROI to optimize campaigns and inform future marketing decisions.

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

September 2020 – August 2024

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.

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* — *Developmental 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* — *Editor in Chief*

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 and print content using the AP stylebook, while managing all content calendars and brand guidelines.

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