

# 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

Experienced marketer and multifaceted editor with 5+ years of experience devising and implementing strategic marketing campaigns. Efficient project manager with exceptional problem solving skills.

## 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 asses 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

- Led digital marketing campaigns for trade shows, informational webinars, and product releases.
- Monitor campaign data and prepare analytics reports for presentation to marketing execs.
- Manage demand generation using AI tools to screen and resolve customer queries, and assigning queries to product experts.

**Editor, 07/2023 to 10/2023**

**Ulysses Press** - Atlanta, GA

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

**Editor, 02/2017 to 09/2020**

**Quaint Revolt Magazine** - Atlanta, GA

- Assigned and edited digital and print content using the AP stylebook.
- Craft and deploy monthly marketing campaigns and production schedules.
- Managed a team of contractors while overseeing editorial and social calendars .
- Develop comprehensive analytics reports to inform editorial and marketing plans.