
TIRA HEARD

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SUMMARY

A visionary creative professional with 18 years of expertise in administrative support performing arts, project management, consultative sales, arts education, digital marketing, entertainment coordination, and production, complemented by 2 years in nonprofit management. Passionate about storytelling, creative development, community engagement, and curating culturally rich experiences, seeking to apply this depth of experience within a dynamic and innovative company or organization.

SKILLS

Communication & Interpersonal: Exceptional written and verbal communication, front facing and virtual community building and engagement, media relations, account management,

Executive Administrative Support: Answering phones, messaging, preparing written correspondence, ordering supplies, inventory management, database management, creating pipelines, troubleshooting, pitch decks, managing company and organization budget, proofreading, document creation, scheduling meetings, and securing meeting and event spaces, creates and negotiates contracts

Storytelling & Content Creation: Crafting compelling narratives across various platforms, book, blog, and editorial publishing, story development, designing project decks, and building worlds with storyboards

Community Engagement & Partnerships: Strong ability to foster meaningful virtual communities, impactful collaborations with organizations, businesses, and stakeholders

Event Coordination & Management: Expertise in planning, organizing, and executing high-impact events

Project Management: Strategic planning, organizational and cross functional leadership, and multi-tasking across creative and operational initiatives, building and maintaining stakeholder relationships, project timelines, managing budgets, and encouraging successful teams

Digital Tools & Social Media: Proficient in Microsoft Office Suite, Google Suite, Final Draft, File Maker Pro, Discord, Trello, JIRA, Mailchimp, Constant Contact, Klayvio, Airtable, Canva, Google Analytics, and digital marketing outreach, Adobe Suite, Canva, Paid Social Media Ad Buying

Case Management: Experience in providing individualized support, caseload management, and program coordination, volunteer management, and high profile confidentiality

Creative Production: Entertainment coordination, writing, editing, producing, script development, and artistic direction

Performance Arts: Skilled in public speaking, performance poetry, arts education, and community programming

EXPERIENCE

Performance Poet & Teaching Artist – Freelance

June 2016 – Present

- Performed at 200+ live events, including private engagements, poetry slams, festivals, and educational workshops
- Designs, publishes, and facilitates curriculum within various schools, libraries, juvenile detention centers, and prisons exploring poetry, performance, and social justice
- Mentors emerging poets and performers and books them for local and national events
- Plans, secures funding, and executes community and corporate in person and virtual poetry events for large crowds

Trillvision Film Festival

Creative Director Jan 2021 – April 2025

- Conducted interviews with artists, media agencies, and industry executives for virtual and live music and independent film discussions
- Secured, Moderated and facilitated panel talent for in-person and virtual film festival events
- Designed digital marketing materials for campaigns including marketing decks and distributes them through targeted paid and free social media & email outreach
- Consulted with festival staff to increase audience engagement using social media marketing
- Networked and maintained strong industry relationships for future creative collaborations
- Assisted with virtual and in-person film festival operations, planning, activations, and logistics
- Booked independent film makers, musicians, and other film industry professionals for virtual Music & Movie virtual panel discussions

TEMP Founding Partnership Engagement Specialist – K-8 Arts School

Oct 2024 – February 2025

- Developed and nurtured relationships with community organizations and businesses to support founding a school inclusive of creative and unconventional program initiatives
- Assisted Executive Director with time sensitive administrative tasks included by not limited to professional correspondence, supplies lists and inventory management, taking meeting notes, and securing meeting rooms, and event space for monthly events
- Conducted research and prepared email correspondence for prospective sponsorship, grant findings, as well as community and corporate partnerships

- Coordinated and scheduled partnership meetings, engaging school events-agendas, sponsorships, and promoted partnership opportunities
- Managed marketing content for websites, social media, and newsletters to enhance community engagement
- Oversaw student and family initiatives, ensuring alignment with the school's mission
- Created and Maintained updated database of current and potential partners and or sponsors

Emmy Nominee – Fox 8 & KTLA5 Collaboration

Foster Care Segment June 2020

- Collaborated with producers, directors, and media teams to create a compelling poetic narrative for national daytime broadcast
- Worked alongside news producers to integrate performance poetry into visual storytelling

TV Show Creator, Producer, and Casting Director – The Word Well

April 2013-April 2014

- Developed, Casted, Produced and directed a local poetry television show featuring youth poets from Cleveland School of the Arts
- Worked with TV20 production teams, ensuring high-quality, impactful storytelling
- Secured and managed corporate and community partners to sponsor funding for the show season

Case Manager & Program Engagement Specialist – YWCA

Aug 2011 – May 2013

- Developed and executed case management plans and strategies to enhance community support services for clients
- Provided executive administrative support to Program Manager by scheduling meetings, taking meeting notes, working the desk, answering calls, taking messages, signing in visitors, preparing internal and external documents for the organization and the Program Director
- Recruited, trained, and scheduled volunteers, leading to a 20% increase in volunteer retention
- Managed program budget and a diverse client caseloads up to 28 clients, ensuring successful updating of individualized service plans that included making special accommodations while encouraging 100% program engagement

EDUCATION

Grantham University – Coursework in A.A. Business Management (2014 – 2016)

Coursera – Google Digital Marketing & eCommerce Certification (2024)