

# Tyerra J. Drake

Atlanta, GA - willing to relocate | misstdrake1@gmail.com | (706)662-9353

MEDIA COVERAGE URL: [Interviews & Recaps](#) | [Interview Reference List](#) | [Journalist Articles](#) | [Youtube Channel](#) | [IG Short Form Content](#) | [GOAL Podcast Episodes](#)

**Versatile Media Enthusiast Eager to Wear Many Hats and Elevate Media Industry**

## **RELEVANT EXPERIENCE**

### **Freelance Journalist/Writer**

**2/24- present**

- Authored articles on a variety of topics including entertainment, technology, and lifestyle for renowned outlets and businesses such as MadameNoire, THRIVE Coworking Space, EmilyCottontop, and more.
- Conducted thorough research and interviews to produce in-depth feature articles and profiles
- Developed story ideas and pitched them to editors
- Edited and proofread articles to maintain high standards of accuracy, clarity, and engagement

### **LeadCoverage (Contract)**

**01/23- 1/24**

#### Public Relations Coordinator

Remote

- Draft press releases for clients including award announcements, case studies, new personnel announcements, etc
- Update publicity reports for client accounts in Critical Mentions frequently. Compile a weekly report of all client stats and distribute internally to PR team
- Write LinkedIn social posts for clients to promote media appearances and byline articles
- Research relevant industry publications and journalists to add to our outreach efforts

### **Freelance Media Correspondent/Reporter**

**5/23- present**

- Media correspondent with a compelling on-camera presence and extensive experience in delivering captivating news and entertainment content.
- Skilled interviewer adept at conducting in-depth interviews with high-profile individuals and experts across diverse industries. **(ex: LeToya Luckett, Latrice Pace, Egypt Sherrod, Jussie Smollett, Mona Scott Young, Pastor Troy, etc.)**
- Proficient in researching, fact-checking, and writing engaging scripts to provide accurate and insightful coverage of current events and trending topics.

### **Podcast Host: Girls On Another Level (G.O.A.L)**

**07/19- present**

- Interviewed guests on topics related to the journey of one's career path
- Managed podcast's social media presence (Instagram, Spotify, Apple Music, Facebook) to increase followers and engagement, grew to over 2000+ actively engaged users within 1 year
- Created engaging content through interviews with Canva, Adobe Photoshop, Capcut, etc.
- Won "Podcast of the Year" for ACHI Magazine 2022

### **Broadcasting Beauties / Media Girls Network (Intern)**

**12/17 - 09/19**

- Interviewed on-air radio personality for a networking tour of women in media and public relations
- Created and edited promotional videos for correspondents interviewing at several events
- Managed public relations for a launch party
- Managed the press schedule for interviews and photos

## **ADDITIONAL EXPERIENCE**

### **Soliant**

**06/22- 1/23**

#### Recruitment Coordinator

PeachtreeCorners, GA

- Working alongside 9+ divisions to acquire talented candidates to fill internal career opportunities through raw sourcing, attracting, and screening efforts

### **CarMax**

**11/20-06/22**

#### Customer Experience Consultant

Norcross, GA

- Connect with inbound customers online and over the phone to find out what they need from their next car purchase
- Use my knowledge of the CarMax inventory to guide customers towards vehicles that meet their needs
- Ensure a seamless transition from online to in-store purchasing to provide an unrivaled customer service experience

#### Customer Experience Assistant

**05/20 - 11/20**

- Connect with customers online and over the phone to answer customer questions
- Triage incoming calls to the appropriate person or department to best assist the customer
- Complete administrative tasks such as processing payments and updating information in our CarMax systems

## **SKILLS**

Adobe Premiere, Adobe Audition, Adobe Photoshop, Microsoft Office, Microsoft Word, Microsoft Excel, Time Management, Adobe After Effects, BANT framework, Cold- Calling, Recruiting, Leadership, Public Speaking, Marketing, Customer Service, Sales, Planning, Project Management, Interviewing, Reporting, Hosting, Media Correspondence, Project Coordination

## **EDUCATION**

### **Valdosta State University**

**Valdosta, Georgia**

- Mass Media
- Minor: Communications

## **CERTIFICATIONS:**

- Fundamentals of Media Relations