

Fall 2024 | Version 5

# PORTFOLIO

A woman with dark curly hair, smiling, stands in front of a red brick wall. She is wearing a long-sleeved, belted dress with a bold leopard print in black and white. She is also wearing a pearl necklace and tan high-heeled sandals. Her right hand is near her chest, and her left arm is extended outwards. The background is a red brick wall with a dark wooden door or panel behind her.

TARAYJAH HOEY-GORDON

**DIGITAL MARKETER**

**CREATIVE DIRECTOR**

**SOCIAL MEDIA SPECIALIST**

Her artistic ability to help brands evolve is simply embraced by her phrase: "Do you."

EDUCATE ELEVATE INSPIRE



# PAGES

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## BIOGRAPHY

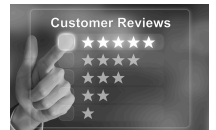
Get to know Her-Story.



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Photography, Film, and etc.



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Let's chat!



# HER- STORY

Tarayjah Hoey-Gordon, Founder/CEO of Dance Now Cry Later LLC., was born in Shelby, NC. At a very young age she fell in love with music and her passion for dance had blossomed. In 2011 she began to also engage in the world of Social Media. (Yes, she was the girl creating custom backgrounds and editing photos for people on Myspace!)

She holds a B.A in Dance Education with a Minor in Theatre, International Honors, from The University of North Carolina at Greensboro. She also holds her Masters in Dance Education from The University of Northern Colorado and a Certificate in Women's Entrepreneurship from Cornell University.

Tarayjah has been a Dance educator (K-12) at various school districts for seven years, taught Adult Dance Theatre at various intensive workshops, has taught internationally in China and Italy, and is a former Teachers Assistant for Hip Hop at the University of North Carolina at Greensboro. She is also a member of The Greensboro Alumnae Chapter of Delta Sigma Theta Sorority Incorporated.

Tarayjah is an independent artist and travels throughout the east coast as a Choreographer, Educator, and Movement Performer. Her passion for dance is lived through her motto: "Dance Now Cry Later."

In addition to dance her love for Digital Marketing has allowed her to help mold the brands of numerous small businesses and she currently is a Freelance Digital Media Marketer. Her artistic ability to help brands evolve is simply embraced by her phrase: "Do you."



Tarayjah Hoey-Gordon



# TESTIMONIALS

## Digital Marketing Specialist

Tarayjah has continued to perform above expectations in her role as Digital Marketing Specialist. She clearly demonstrates the ability to juggle multiple tasks/clients. She is an extremely dedicated employee. She has a passion for learning and expanding her skills and takes initiative to research and develop new competencies and gain new knowledge. She also has exceptional organizational skills and great client interaction and relationships. The ELF team has truly enjoyed Tarayjah being apart of our team and would recommend her as an asset to any organization.

-Jerikia Fisher

## Co-Founder Everlasting Love Fulfillment

## Social Media Manager

As Tarayjah's former supervisor at KODACHROME, Inc, our small team relied on Tarayjah's outstanding work as our Social Media Manager. Reliable, timely, and relatable, our community followers were always interested in our social media channels, and we have Tarayjah to thank for that. Tarayjah always understood how have our community respond to KODACHROME branded posts, and she was timely with pop culture trends to know when to exactly posts certain pieces of content at specific times. As a non-profit startup with a very tight expense budget, our social media presence & content were vital to our core business & serving our community. Tarayjah was absolutely key in our success during her time with us, and I highly recommend working with Tarayjah for any and all social media services that you are looking for.

-David Curameng

## Creative Content

Tarayjah has been an intricate part of working with my company over the past 6 years. Her self starter mentality is something I have admired about working with her and why I choose her to produce creative content within my company. With one nugget of an idea, Tarayjah will see it into reality effortlessly and eagerly. She is a breath of fresh air to know that the task will be completed with precision and accuracy. Her creativity shines through all of her content.

-Steven Lamar

## Social Media Marketing

Beam Health employed Tarayjah as a contract employee in the Winter of 2021 to help us with our Social Media Marketing. During her time at Beam, Tarayjah was an excellent member of our team. Tarayjah put together monthly content calendars that followed our branding guidelines, and at times helped us improve our style. In one instance, we had a major marketing push and asked Tarayjah to design a collection of social posts based on the new campaign. We gave her notes on what we wanted to see. Tarayjah then took our vision and greatly improved on it, which actually made us amend our style guide to incorporate this new design. Tarayjah also proved to be flexible and made herself accustomed to our workflows, processes, and metrics. Tarayjah to gave us weekly presentations on the progress of our social media campaigns that we had employed using our KPIs. Besides doing good work, Tarayjah also is an excellent presence to have around your team. Always positive and upbeat, she is an excellent creative person to collaborate with and I usually left our conversations excited about potential new ideas to employ down the road. I highly recommend Tarayjah. She is a great worker and an even better human being. It was a pleasure to work with her.

-Brad Culver



# NOTABLE & TECHNICAL SKILLS



- Data Analysis (KPIs)
- Video and Graphics Production/Editing
- Content Production
- Strategic Planning
- Public Relations
- Create image content and logos for small business owners.
- Design Flyers business cards, and banners to create brand awareness.
- Oversee a multitude of social media outlets such as FB, IG, Pinterest, Twitter, and TikTok.





STEVEN LAMAR

Photography by Tarayjah Hoey-Gordon  
HEADSHOT SPRING 2023



# PHOTOGRAPHY



DENVER, CO



GREENSBORO, NC



NAGS HEAD, NC



CHARLESTON, SC



GREENSBORO, NC



CHICAGO, IL



SAN DIEGO, CA 6



# EDITING & FILM EXPERIENCE

IT NEVER HURTS TO BE CREATIVE



IMAGE FROM "LET'S MOVE" - A CAMPAIGN TO BENEFIT  
ROYAL EXPRESSIONS

SCAN TO WATCH

## *LET'S MOVE*

September 2023

Fundraising Campaign Edit - Greensboro, NC

- Royal Expressions Contemporary Ballet is a dance company, a school, and outreach community partner that strives to promote good character and healthy living through programs that celebrate the love and joy of dance.

## *WALLS AGAINST THE WEATHER*

July 2020

University of Northern Colorado - Greeley, CO

- Walls Against the Weather is a collaborative movement journey that explores the metaphor of walls, as structures that support, separate, confine and protect.

## *ERNIE'S WINTER HOME*

April 2019

Full Sail University - Orlando, FL

- Design Production Assistant

## *RUMINATION*

August 2016

24 Hour Dance Film Festival - Greensboro, NC

- 2nd place Jury Award

## *SELF I.E*

November 2015

Self Produced Short Film - Greensboro, NC

- A Dance for the camera excerpt of the concert work of "Self I.E" Self Identification Externally and Self Internal Exploration.

## *WHY DANCE?*

May 2015

Minisode Series - Greensboro, NC

- Interviews with local talent in the Triad

## *LAYERS*

December 2014

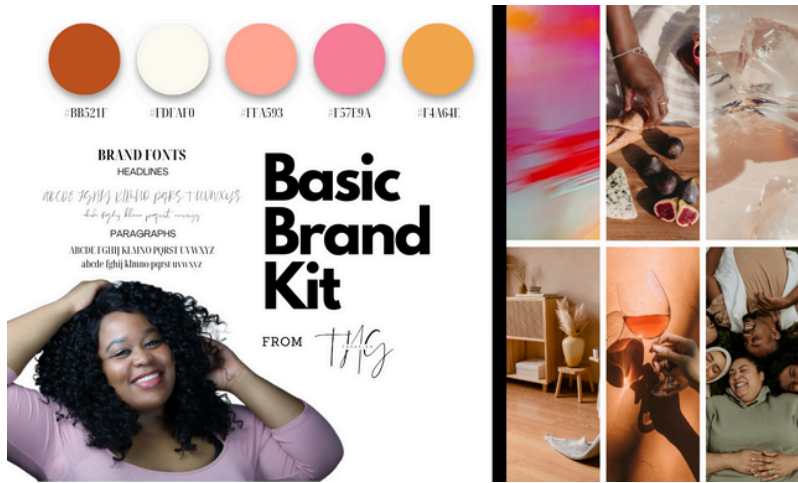
Self Produced Short Film - Greensboro, NC

- A body conversation about the life of various individuals



# CONTENT

Reels, Infographics, and so much more!



COLLABORATOR

INNOVATOR

COMMUNICATOR





# TARAYJAH.COM

CONTACT INFORMATION  
TARAYJAH@GMAIL.COM

Thank you for considering me for potential opportunities. I have invested significant time and effort in compiling a collection of my finest work, which I believe reflects my enthusiasm and creativity. Should you have any feedback or recommendations for enhancement, I'm eager to hear them. As a professional, I'm continuously working to expand my knowledge and skills, and constructive criticism plays a crucial role in that endeavor. Once again, thank you for your interest, and I look forward to hearing from you soon.