

TYASIA JENKINS

• PAID MEDIA & CREATIVE CONSULTANT •

CONTACT

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SKILLS

- Expert in Meta Ads Manager
- Expert in LinkedIn Ads
- Expert in Google Ads
- Project management and development
- Performance improvements
- Campaign development experience
- Business performance analysis
- Marketing strategy
- Copywriting abilities
- Training & Development
- KPI metrics
- Resource planning
- Strategic recommendations
- Strategy-driven
- Media activity execution
- Customer demographics understanding
- Pricing structures knowledge
- MS Office

EDUCATION

2016 • University of Cincinnati
Bachelor of Arts: Spanish

2016 • University of Cincinnati
BBA: Marketing

2016 • University of Cincinnati
Public Relations Certificate

2012 • Army Distinguished Graduate Award

PROFILE

Dynamic Paid Media and Creative Specialist with a comprehensive background in advertising consultancy, project management, and custom advertising production. Expertise in managing substantial budgets, steering digital project workflows, and crafting innovative media strategies and ad products. Known for exceptional leadership, training junior staff, and delivering impactful strategic recommendations that drive client success and optimize campaign performance.

WORK EXPERIENCE

Advertising Consultant

2021 - Current

Break Something Inc

- Train junior staff on digital tools and best practices
- Manage and track budgets up to \$2.5 million quarterly for fundraising, acquisition, and voter contact advertising campaigns
- Lead the day-to-day operations of advertising campaigns, ensuring they run smoothly and meet established KPIs
- Develop media plans, targeting, and reporting
- Analyze data to identify trends, strengths, and areas for improvement, ensuring maximum return on investment

Project Manager

2021 - 2022

SMAKK Studios

- Set the budget, scope, and timeline for digital projects and created deadlines and action items for every project team member
- Led daily or weekly project team meetings to review progress
- Worked with team members individually to resolve any issues and helped present the final website or app project to executives.

Custom Advertising Producer

2019 - 2021

Condé Nast

- Spearheaded creative development and execution of custom advertising across all Condé Nast brands
- Lent product expertise for various departments (i.e. Client Services, QA, Ad Operations) to ensure client expectations are met
- Strategized and developed ad products for custom advertising portfolio