Tia Gardner

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SUMMARY _____

Innovative Content Manager with 8+ years of experience focusing in digital marketing and content creation. Improved grammar and clarity in 52% of projects department-wide by introducing AI tools. Highly skilled in ensuring quality standards and implementing strategic solutions to improve processes.

PROFESSIONAL EXPERIENCE _____

Townsquare Interactive | Charlotte, NC
Content Manager, August 2022-Present
- Manage 11-17 writers and editors by setting and upholding clear expectations, creating targeted trainings, leading collaborative meetings and fostering skill development
- Introduce AI tools, like ChatGPT and Grammarly, to streamline workflow, with Grammarly improving writing clarity and decreasing grammatical errors in 52% of projects department-wide
- Explore new service offerings, like blogs, to increase company revenue and customer retention
- Identify departmental challenges and introduce innovative, data-driven solutions

Senior Content Writer, November 2019-July 2022
- Produced compelling content for 1,500+ websites, averaging 2,000-2,500 words daily
- Worked with clients in 40+ industries, including home improvement, travel and pet grooming
- Applied SEO techniques to enhance online visibility and engagement

The HOTH | Remote
Writer and Quality Control Specialist, April 2018-October 2019
- Wrote 20-25 weekly blog posts across diverse topics, including travel, entertainment and health
- Edited blog posts written by others to ensure they aligned with The HOTH's quality standards

Qkids English | Remote
TEFL-Certified English Teacher, October 2016-September 2018
- Taught English to children by utilizing interactive online platforms and educational props

Comfort Keepers of State College | State College, PA
Public Relations Assistant, February 2016-October 2016
- Created press releases, articles and letters to enhance brand visibility

EDUCATION _____

Kutztown University of Pennsylvania
Bachelor of Arts (B.A.) in Professional Writing   *May 2015*

Lehigh Carbon Community College
Associate of Arts (A.A.) in Communications   *May 2013*

SKILLS _____

Management	Editing	AI utilization
Hiring and training	Content writing	AP Stylebook adherence
Policy creation and implementation	Digital marketing	SEO and keyword integration