

TESSA HOREHLED

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SPECIALTIES

Viral Marketing, Strategic Web 2.0 Application Integration, Entertainment Services (Specializing in Development & Exposure), Digital Word Of Mouth & Publicity, Social Media & Video Integration and Optimization, Organic Search Engine Optimization, Non-Traditional/Creative Marketing, Popular Culture

EXPERIENCE

DRIVE A FASTER CAR, LLC

April 2001 – Present

Atlanta Culture & Entertainment Blog

Editor & Blogger

- Increases visibility of Atlanta and DaFC through the creation and expansion of the blog
- Plans and creates a sense of enthusiasm among Atlanta community via the web
- Tracks entertainment, culture trends and news developments impacting site audience
- Commissions and edits feature pieces & manages a team of writers and contributors
- Regularly write current event, cultural and entertainment pieces for DaFC
- Establishes and manages relationships with publicity companies and competitive blogs and websites to gather dynamic and relevant content
- Ongoing management of content, branding and profile pages of DaFC on social networks and aggregators
- Devises new tactics leveraging the growing usage of the web to increase awareness of Atlanta & DaFC
- Coordinates social media activities by actively engaging in blogs, video sharing, online chats, wikis, etc to promote DaFC and increase brand awareness resulting in driving brand traffic to the site
- Promote editorial via events and outside media
- Pitches, schedules and handles finances and relationships for all on-site and off-site advertising

TURNER BROADCASTING SYSTEM – SUPER DELUXE

February 2008 – May 2008

Original Comedy Content Site

Promotions & Marketing

- Digitally enable comprehensive online marketing campaigns for Super Deluxe
- Serves as Super Deluxe's lead strategist in video placement and distribution
- Assists in development of establishing customized key metrics leveraging Omniture and internal data to communicate, validate and dissect community interaction
- Develops and implements social media marketing campaigns designed to drive traffic to the site
- Leads online communications with major websites and blogs to obtain prominent placement & features
- Identifies and monitors tastemakers within the online and offline communities
- Participates in one-on-one online communication with leading fans, evangelists, and consumers
- Organizes and coordinates local & national events and super fans
- Investigates and orchestrates sponsorship opportunities
- Contributing blogger & photographer for Super Deluxe blog and social networks
- Serves as the main outreach voice of SuperDeluxe.com

360i – INNOVATION INTERACTIVE

June 2007 – February 2008

Digital Advertising & Search Marketing Agency

Emerging Media / SEO / Account Coordinator

- Provides support for Online Communication Strategists and Analysts in crafting and implementing effective strategies to extend a client's coverage through blog publicity, viral & community marketing, social networking
- Develop and recommend new processes and utilize new technologies to streamline client's current processes
- Assist with issue review, analysis, and creative solutions
- Technical website evaluation & analysis
- Provides client advance technical document, best practices, technical site analysis from an SEO perspective
- Website optimization (meta, title, copy recommendations)
- Data feed creation, implementation and QA
- Helps other departments to implement search projects
- Prioritizes and organizes services to be performed by team members related to client
- Conducts regular follow-up and communication with client's team members, client staff and management
- Organizes meetings and schedules related to client projects

RED FLAG ENTERTAINMENT

Artist Management, Booking, Viral Marketing & Consulting

June 2005 – July 2007

Owner

- Leads, advises, encourages & represents artists in any field required to develop career growth
- Creates opportunities through networking channels to further their career in accord with their goals
- Acts as liaison between artist and professionals including record company representatives, booking agents, business (financial) managers, performing rights association representatives, lawyers and accountants, road managers, venue managers, etc
- Oversees the artists' promotions, distribution and marketing of self, image and products
- Maintains, negotiates and assures follow-through of contracts and commitments with record label, venues and media on the artists' behalf
- Books and coordinates tour support for regional appearances and performances
- Contracts and schedules production requirements such as lighting and sound
- Communicates activities to all relevant parties (label, press, fans)

BRASH MUSIC

Independent Record Label, Distributed by ADA

October 2003 – February 2005

Co-Founder, Director of New Media/Artist Development, A&R

- Reviewed & managed content on all artists & label websites
- Researched market conditions in local, regional or national area to determine potential sales of product
- Established research methodology & designs format for data gathering
- Exposed clients through wireless content, content subscription services & digital distribution
- Coordinated activities & goals for campaigns with management & label
- Served as liaison between clients & 3rd party sites, cultivating positive relationships with webmasters, negotiating optimal placement for artist content & media online
- Responsible for management & training of online promotional "street teams"
- Developed, executed & maintained nationwide street marketing campaigns
- Formulated online grassroots initiatives to create & foster fan communities
- Developed & implemented a tour promotion process
- Assisted development of overall sales & marketing programs for each artist
- Assisted in identifying & signing artists to the label

SIXTHMAN (Formerly Wiley Music)

Independent Record Label & Entertainment Marketing Services

July 2001 – September 2003

Marketing Coordinator

- Achieved significant online exposure for all artists
- Quarterbacked all artist street team/fansite activity
- Collected data on fan preferences and buying habits
- Managed national distribution of promotional materials
- Wrote and created original program initiatives including online newsletters and site content
- Conducted market research and evaluated competitor services

CERTIFICATIONS

Google AdWords Professional Certified & Yahoo Search Submit Pro (YSSP) Certified

EDUCATION

2007 – Present	Georgia State University	BS, Computer Science
2009 (Projected)	Georgia Institute of Technology	BS, STAC (Science, Technology & Culture)
2011 (Projected)	Georgia Institute of Technology	MS Information Design & Technology