

Miekayla Pierre

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Marketing professional with hands-on experience across content strategy, social media growth, and campaign execution for brands, artists, and government initiatives.

EDUCATION

University at Albany, Massry School of Business

Major: Marketing/Finance B.S; Minor: Theater • GPA: 3.68

Albany, NY

May 2026

PROFESSIONAL EXPERIENCE

Social Media Marketing Intern

New York State Executive Chamber, Office of Customer Experience

Albany, NY

December 2025 – Present

- Designed promotional content for 2026 State of the State Address initiatives, distributing graphics across 3+ Office of Customer Experience (CXO) social platforms supporting Governor Kathy Hochul's priorities.
- Developed and pitched a strategy for launching a new Instagram account, presenting content direction, tone, and platform approach.
- Authored and published "How Product Owners Improve the Customer Experience" on the New York Experience (NYX) website, supporting public-facing digital communications.
- Assisted in content planning and platform management using Sprout Social to track performance and guide adjustments.

Founder and Digital Marketer

Tooth Gems By Pierre

New York, NY

July 2024 – Present

- Founded and manage a custom dental jewelry business, planning and executing an influencer photoshoot campaign that expanded the client base from University at Albany to New York City.
- Partnered with Instagram influencers on concept development, styling, and content execution; influencer-driven posts generated nearly 90% of campaign engagement, increasing inbound inquiries and brand visibility.
- Create social media content and analyze customer feedback and performance metrics across Instagram and TikTok to refine marketing strategy and strengthen brand presence.

Marketing Student Assistant

University Auxiliary Services

New York, NY

August 2025 – May 2026

- Produced content featured across campus platforms reaching 17K+ students; partnered with Poppi, Celsius, and Pepsi to execute branded student campaigns.
- Appeared as on-camera talent in digital campaigns and campus-wide promotional materials, contributing to an account with 6K+ followers.

Freelance Social Media Manager

Roc Nation

New York, NY

February 2026 – April 2026

- Produced and edited short-form TikTok content, including a video that reached 68K views, a 939% increase in average viewership.
- Built and managed fan pages for artists including Jae Stephens and Skip Marley, growing audience engagement and expanding visibility across niche fan communities.
- Identified trends and optimized posting strategy to increase reach and interaction across multiple posts.

Social Media Intern

Her Agenda

New York, NY

July 2025 – August 2025

- Created short-form and interactive content tailored to Gen Z and Millennial audiences, generating 769K+ views and reaching 73K users, mostly new audiences.
- Produced over 60 posts, including a top-performing Reel with 85K views, and supported a Gen Z-focused rebrand by aligning content with emerging trends.

VOLUNTEER & LEADERSHIP DEVELOPMENT

Creative Director & Co-Programming Chair

Embrace Thy Crown

Albany, NY

August 2024 – May 2026

- Lead creative direction and event planning for a beauty and empowerment organization celebrating natural hair and self-expression, collaborating with brands like Benefit x Macy's, Origins, and Garnier.
- Direct community-focused initiatives such as Cards for a Cause and organize service efforts including toy drives, promoting self-expression while giving back to underserved communities.

Affiliations: American Marketing Association (AMA), Member, August 2024 – May 2026 — networking and skill-building in marketing, analytics, and branding.

CERTIFICATIONS

HubSpot Academy: Content Marketing Certified, Social Media Certified **Semrush Academy:** Content Toolkit Crash Course

Her Campus Media: Certified Influence, Creator Readiness Program

SKILLS

Software Proficiency: Sprout Social, Hootsuite, Canva, CapCut, Google Analytics, WordPress, Adobe Creative Suite (Photoshop, Illustrator), Microsoft Office (Word, Excel, PowerPoint)