

# Tiesyn J. Harris

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## EDUCATION

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### The University of North Carolina at Chapel Hill

*Bachelor of Arts in Media and Journalism: Advertising & PR*

Expected: May 2026

- Varsity Student-Athlete: Swimming & Diving
- ACC Academic Honor Roll
- Honorary Dean's list

## WORK EXPERIENCE

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### Tiesyn LLC

Charlotte, NC/Remote

*Founder and Owner*

Jun 2025- Present

- Founded and operate a creative media business specializing in social media strategy, branded content, and digital storytelling.
- Develop and execute content strategies for brands and creators, increasing engagement and platform performance.
- Consult creators on content optimization, improving video performance and virality by 130%.

### University of North Carolina at Chapel Hill

Chapel Hill, NC

*Carolina Athletics Social Media Intern*

Jan 2025 - Present

- Develop and publish platform-native content across UNC Athletics channels, contributing to 300% increase in content views within two months.
- Film, edit, and produce content while enhancing athlete personal brands.
- Collaborate with marketing and creative teams to execute brand-consistent campaigns and optimize posting strategy using trends and analytics.

### TikTok Content Creator

Remote

*Influencer and Personal Brand*

Nov 2023 - Present

- Built and scaled a personal platform to 240K+ followers and 330M+ views through engaging, storytelling content.
- Partner with brands to deliver sponsored content and media collaboration, including a national "Big Game" campaign with Grubhub.
- Analyze performance metrics to refine content strategy and maximize audience growth.

### Thornhill Rites of Passage Foundation

Charlotte, NC

*Marketing, Communications, and Creative Strategist Intern*

May 2023 - Dec 2024

- Coordinated and created digital marketing campaigns that increased online engagement by 40%.
- Managed cross-team communications and developed content for community outreach initiatives.

## LEADERSHIP & COMMUNITY MEMBERSHIP

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*Carolina Cultivate, Mentor*

Aug 2023 - May 2025

*UNC Swimming & Diving, Team Captain*

Aug 2023 - May 2025

## CERTIFICATIONS

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- HubSpot SEO Certification
- HubSpot Inbound Marketing Certification
- The Trade Desk Marketing Essentials Certification

## SKILLS

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**Skills:** Social Media Strategy, Short-Form Video Production, Campaign Strategy, Marketing Analytics, Adobe Creative Suite, Video Editing