

Tira J. Murray, M.A.

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Academic Mastery | Student Engagement | Teacher Excellence

Student-centered educational professional with extensive experience in instruction, student academic advising, career mentoring, serving on university committees, and event coordination. Talent for motivating students and increasing student achievement. Strong experience serving diverse populations with experience in content delivery and continuous improvement of curriculum. Highly skilled in collaborating with school officials and working with the administration.

Core competencies include:

- Computer adeptness in the areas of digital/electronic, print writing, producing as well as reporting.
- Computer proficiency in Adobe Creative Suite, Final Cut, MediaTouch, Avid Media Composer, WordPress, HTML, frameworks, CMS-Foundation, Microsoft Office Programs, and Mac/PC Platforms.
- Experienced in the production of multimedia and videography as well as media for other outlets such as social media, web content, digital branding, copywriting, SEO, Buffer, Hootsuite, Google Analytics (Certified), Google DFP, UX/UI, CSS, Moodle, Canvas, Blackboard.

EDUCATION

ELON UNIVERSITY - Elon, NC
Master of Arts in Interactive Media (2016)

BETHUNE-COOKMAN UNIVERSITY - Daytona Beach, FL
Bachelor of Arts in Mass Communication, Minor: Spanish (2015)

ACADEMIC EXPERIENCE

HIGH POINT UNIVERSITY

ADJUNCT INSTRUCTOR (2019 - PRESENT)

- Teach introductory and advanced digital media production courses.
- Develop curriculum instructional course and assessment materials, teach courses, evaluate students, and adhere to university guidelines on evaluation and student tracking.

PFEIFFER UNIVERSITY

ADJUNCT LECTURER (2018 - 2019)

- Provide teaching and advising undergraduate students online.
- Teach Communication Theory, Communication Technology, and Basic Writing Principles.
- Engage with students virtually to provide an understanding of studies and discussions.

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NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

LECTURER / STUDENT MEDIA ADVISOR (2016 - PRESENT)

- Teach Writing, Public Relations, Grammar, Journalistic Writing, and Editing for Print and Online Media.
- Engage in research for different media platforms such as public relations, newspaper, radio, and social media.
- Collaborate with department faculty on curriculum development to reflect national standards and current trends.
- Increase student involvement in extracurricular activities within the Journalism and Mass Communication Department including Multimedia Online Platform, The Blue and Gold Post.
- Mentor students with professional development.

PROFESSIONAL EXPERIENCE

**CURTIS MEDIA GROUP, WPTF-AM
PRODUCER / PROMOTIONS DIRECTOR (2017 – 2019)**

Created, taped, and edited news pieces and public service and commercial announcements for the radio station. Produced on-air marketing for targeted audiences. Marketing included script writing, branding, and budget allocations.

Selected accomplishments:

- Executed email and social media marketing plans to deliver effective information to target audiences.
- Live-tweeted for Morning and Afternoon talk shows to increase audience engagement.
- Enhanced User Experience on the webpage by 37% within 1 week.
- Produced scripts, interviews, weather/traffic reports, and strategic branding for news anchors including news updates and breaking news stories.
- Edited audio logs, voice track shows and produced promotional imaging.

**INDY WEEK (THE INDEPENDENT WEEKLY)
DIGITAL CONTENT DIRECTOR (2016-2017)**

Oversaw the daily editorial operations of the social, digital, and mobile platforms.

Selected accomplishments:

- Increased website usability engagement by 93%.
- Created weekly strategy reports for online activity from user experience using Buffer, Google Analytics, and DFP.
- Collaborated with Sales, Editing, and Production departments. Achieved success with the yearly production for publications: Best of the Triangle 2017, EATS 2017, DRINK 2017, and College Guide 2017.
- Curated fresh material online for social media platforms and website layout using Buffer and CMS Foundations(HMTL/CSS).

**ALLIED CHURCHES OF ALAMANCE COUNTY
SOCIAL MEDIA AUDITOR (2015-2016)**

Constantly monitored media profiles. Used steps to evaluate online presence to optimize the church's mass media potential.

Selected accomplishments:

- Implemented social media and email marketing strategy, which resulted in an 87% increase in yearly donations.
- Developed strategy reports comprised of website/social media analytics and recommendations for digital content.
- Created content calendars and marketing development plans to assist with digital media expansion.
- Assisted in the production of website management and social media profiles.

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PUBLICATIONS

Co - Contributor, (Smith, K., Murray, T., Jakes, N.) *“Surviving R. Kelly:” A Framing Analysis of Tweets by Black Women Jan. 3, 2019*. Presented at NCAT, Greensboro, NC (April 2019)

Author / Presenter, (Murray, T.) *Media in Politics: An Analysis of the Media’s Influence on Voters*. Research Journal. Paper presented at International Organization of Social Sciences and Behavioral Research, New Orleans, LA (March 2019)

Author / Presenter, (Murray, T.) *The Political Power of the Media*. Research Journal. Paper presented at The Global Communication Association in Greensboro, NC (April 2017)

PROFESSIONAL DEVELOPMENT & PRESENTATIONS

TEDxChapel Hill: Speaker, Human Connection and Engagement (April 2020)

North Carolina Media Institute: Presenter, How to be a #DigitalBoss (December 2019)

Professional Facilitator, National Association of Black Journalists 2018 Short Course: Radio Production: How to Create a Podcast. NCAT, Greensboro, NC (April 2018)
