



# Tara Price

## Digital Media Marketer

Creative, values-driven, strategic thinker, builder, connector and advisor who consistently goes above and beyond the call. I value inclusion, service, green thinking and good design. I excel at information gathering, clarifying the big picture, identifying needs, and creating innovative solutions.

### Professional Skills

- Writer / Editor / Blogger
- Social Media Creator / Strategist
- Graphic Designer
- Website Builder / Designer
- Digital Media Marketer / Analyst

### Educational Training

Shepherd University  
*Bachelor of Science in Mass Communication*

- Graduated May 2004
- Minor in Graphic Design

### How to reach me:

Cell: 540-420-4602  
Instagram: @taraocity  
LinkedIn: Tara Price  
www.taraocity.com

1118 Circle Drive  
Martinsburg, WV 25401

### Work Experience

Berkeley County Development Authority

Marketing Services Coordinator  
*January 2018 - present*

- Content creator and manager of content for social media, website, and marketing materials;
- Digital Media strategist
- Analyst of economic development data for marketing;
- Planner and coordinator of guest speakers for events; and
- Researcher and preparer for Request for Information (RFI) reports as needed.

Black Draft Distillery

Co-Founder and Director of Marketing  
*December 2013 - May 2018*

- Creator of Branding and Marketing Strategy;
- Social Media and website designer and editor;
- Marketer of four brand in the WV/MD/DC area;
- Speaker at civic and business community events; and
- Manager of tasting room and retail store.

Shalem Institute for Spiritual Formation  
*Communications & Development Associate*  
*September 2005 - June 2009*

- Designer and editor of the monthly newsletter, press releases, marketing and fundraising communication materials;
- Researcher and developer of social media strategies on emerging platforms; and;
- Coordinator for the Marketing / Communications and Development Committee meetings and fundraising events.

### Volunteer & Service

Girl Scouts of the Nation's Capital  
*January 2019 - present*  
*Women of Distinction Committee,*  
*Public Relations*

Martinsburg Sunrise Rotary  
*January 2019 - present*  
Chair of Public Image & Marketing Committee

Martinsburg-Berkeley County Chamber  
*September 2016 - present*  
Board Member