

TRA'LIA RAMSEY

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PROFESSIONAL SUMMARY

Creative, passionate, and purpose-driven media entrepreneur with experience in entertainment marketing, artist development, podcast production, digital media, branding, and content strategy. Founder & CEO of **Tra'Lia Ramsey Media LLC** and Founder, Host & Executive Producer of the **Straight From the Heart Podcast**, where I developed and managed every stage of production from concept through promotion. Hands-on experience supporting artist promotions, fan engagement, media coordination, and branding through Omarion Worldwide's O'Riginals Street Team and independent artist development projects. Passionate about creating meaningful experiences that connect artists, brands, and audiences through storytelling, creativity, and collaboration.

PROFESSIONAL EXPERIENCE

Founder & CEO

Tra'Lia Ramsey Media LLC

April 2022 – Present

- Founded an independent media company focused on storytelling, branding, digital media, and entertainment.
- Develop and manage creative projects that strengthen personal branding and audience engagement.
- Design digital marketing materials, website content, and branded graphics using Canva, Adobe Express, and VistaCreate.
- Manage www.traliaramsey.com, serving as the company's professional website and digital portfolio.

- Develop marketing strategies supporting long-term brand growth and audience engagement.
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Founder • Host • Executive Producer

Straight From the Heart Podcast

July 2023 – Present

- Created and launched an original podcast focused on music, sports, entertainment, leadership, relationships, family, culture, and community.
 - Developed a complete **28-week editorial calendar** to guide Season One.
 - Planned episode outlines, recurring segments, and content strategy.
 - Recorded every episode using an iPhone while independently learning podcast production and basic audio editing.
 - Designed podcast branding, episode graphics, and promotional materials using Canva, Adobe Express, and VistaCreate.
 - Promoted episodes through the podcast Instagram account, personal Instagram, and personal Facebook.
 - Adapted production following a co-host transition and successfully completed Season One.
 - Collaborated with actor **Treychon Carter**, who co-hosted several episodes later in the season.
 - Managed branding, publishing, website content, and audience engagement.
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Artist Development & Media Coordinator

Supporting Actor: Treychon Carter

2012 – Present

- Support branding, media coordination, and professional development.
 - Assist with audition preparation, self-tape recordings, promotional planning, and creative collaboration.
 - Coordinate media assets while maintaining a consistent professional image.
 - Develop promotional materials supporting ongoing creative projects.
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Marketing & Promotions Intern (Unpaid)

Omarion Worldwide – O'Riginals Street Team

January 2024 – January 2025

- Supported grassroots marketing initiatives and promotional campaigns.
 - Assisted with fan engagement and artist promotion.
 - Contributed to live-event awareness and tour marketing campaigns.
 - Created promotional materials using Canva and VistaCreate.
 - Collaborated with team members to strengthen artist visibility and audience engagement.
 - Supported promotional efforts surrounding Omarion's sold-out performance at Morongo Casino Resort & Spa.
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EDUCATION

California State University, San Bernardino

Bachelor of Arts in Administration

Concentration: Sports & Entertainment Marketing

Senior

Expected Graduation: May 15, 2027

GPA: 3.498

CERTIFICATIONS

- Google Analytics Certification — Google Skillshop
 - HubSpot Inbound Marketing Certification — HubSpot Academy
 - Certificate of Achievement — Marketing
 - Certificate of Achievement — New Media Marketing
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CORE SKILLS

Entertainment

- Entertainment Marketing
- Artist Development
- Media Coordination
- Live Event Promotions
- Fan Engagement

Content & Media

- Podcast Production
- Editorial Planning
- Content Strategy
- Storytelling
- Brand Development
- Digital Media

Marketing

- Digital Marketing
- Audience Engagement
- Marketing Communications
- Personal Branding
- Social Media Marketing

Professional

- Project Management
- Creative Collaboration
- Professional Writing
- Organization
- Communication

TECHNICAL SKILLS

Marketing & Analytics

- Google Analytics (GA4)

- HubSpot

Design & Content Creation

- Canva
- Adobe Express
- VistaCreate

Website & Productivity

- Wix
- Microsoft Office
- Microsoft Excel
- Microsoft PowerPoint
- Google Workspace
- Zoom