

# SIERRA LONG

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## EDUCATION

Oklahoma State University

May 2023

Bachelor of Science in Agricultural Sciences and Natural Resources

Major: Agricultural Communications | Minor: Agricultural Economics and Agribusiness

## WORK EXPERIENCE

ChopLocal Meat Marketplace — Marketing Specialist

Jan. 2025 – Current

- Lead digital communications strategy for e-commerce platform that drives direct-to-consumer meat sales.
- Develop content that connects consumers to agriculture while supporting producer-focused initiatives.
- Drive revenue growth through strategic campaign execution and performance analysis.
- Support and onboard producers by providing technical guidance and platform assistance.

Generation 6 Marketing — Contract Copywriter and Digital Specialist

July 2023 – Current

- Monitor digital media analytics and provide insights on how to improve performance metrics.
- Stay up to date on all social media trends and best practices to ensure brand relevance.
- Write engaging website copy specific to user intent that increases website traffic.
- Maintain a deep understanding of search engine optimization tactics and implement in website copy.

OSU College of Education & Human Sciences — Communications Specialist

June 2023 – Jan 2025

- Developed a comprehensive content marketing strategy across multiple platforms.
- Attended college and university events and provided robust social media coverage.
- Wrote AP-style news stories and feature stories for the *Aspire Magazine*.
- Created photo and video content and managed multiple digital newsletters.

American Angus Association — Communications Intern

Summer 2022

- Wrote seven news releases, one blog and two articles for the *Angus Journal*.
- Designed five social graphics for digital media platforms.
- Assisted with media coverage of major industry events using writing, social media and video skills.
- Created an eye-appealing media kit for industry events.

## LEADERSHIP EXPERIENCE

Oklahoma State University *Cowboy Journal* — Assistant Editor/ Graphics Coordinator

Fall 2022

- Designed magazine spread template for the *Cowboy Journal* publication.
- Wrote, edited and fact checked stories and oversaw execution of publication.

American Quarter Horse Youth Association — President

July 2019 – June 2020

- Led the 2020 Youth Excellence Seminar with more than 2,000 attendees.
- Spoke to congressmen regarding legislation concerning the American Quarter Horse Association.

## AWARDS

- Oklahoma State University Student Employee Award Recipient

April 2023

## PORTFOLIO

- [sierrawalter.com/](http://sierrawalter.com/)