



**300M+**  
Annual Social  
Media Views

Black Enterprise, 2025

**500+**  
Brands  
supported

Wins For Black Girls

**10+**  
Years In Media

# Tierra Smith

AWARD-WINNING JOURNALIST · MEDIA STRATEGIST

Tierra Smith is a media executive, cultural storyteller, and audience growth strategist who turns platforms into movements — and metrics into meaning.

## Current Role

Social Media Manager, Black Enterprise  
Managing 2.5M+ collective followers — generating 300M+ annual impressions through culturally resonant content.

## Founder

Wins For Black Girls & Watch Me Win  
Multi-platform campaigns centered on uplifting Black women through newsletters, events, social media, and SMS marketing.

## Education

M.S. Mass Communication  
Louisiana State University

B.A. Mass Communications  
Grambling State University

## Key Achievements

Hosted over 25+ events reaching 5,000 attendees  
Student Journalist of the Year, NABJ  
Editor-in-Chief, The Gramblinite

## Professional Organizations

National Association of Black Journalists  
The Ida B. Wells Society for Investigative Reporting  
Delta Sigma Theta Sorority, Inc.  
Goldman Sachs One Million Black Women



— THE STORY BEHIND THE STRATEGY

# More Than a *Media Executive*



Tierra Smith

Tierra Smith is an award-winning journalist, entrepreneur, and world traveler with a passion for storytelling that uplifts women and marginalized communities.

She founded Wins For Black Girls and Watch Me Win, platforms amplifying the voices of women across business, politics, and sports—driving 20K+ event views, 7K+ community members, and 4,000+ attendees across 25+ events.

In her free time, she enjoys watching women’s basketball, reading, traveling, and spending time with family and friends.

Tierra is known for her creativity and commitment to using content as a force for change in the community.

## Zone of Genius



— BY THE NUMBERS

# Audience Growth That *Moves Culture*

Every number tells the story of communities reached, voices amplified, and brands grown.

**300M+**

Combined annual impressions & views across all platforms at Black Enterprise

**248%**

Impressions from 31M (2022) to 107.9M (2026) — organic, community-driven

**15M**

Monthly Facebook video views through culturally relevant content & distribution

**13M**

Monthly page views, with 5.5M unique viewers

**3M**

Monthly LinkedIn impressions growing the professional Black business audience

**2.5M+**

Collective audience across Facebook, Instagram, LinkedIn, and Threads

**94%**

Up to 94% of reach driven by non-followers

**4+**

Cross-platform strategy: Instagram, Facebook, LinkedIn, Threads & emerging channels

All data comprised from Black Enterprise.

## Top Performing Reels



"Every metric is a community. Every impression is a person who felt seen."

— SELECTED WORK

# The Work That *Speaks* for Itself

## Social Media Coverage

Tierra produced an original, interview-driven feature examining the evolving landscape of professional women’s basketball, capturing both the cultural and business momentum shaping the sport.

Through interviews with Natasha Cloud, Jackie Young, Monique Billings, and Kahleah Copper, the content explores key distinctions between WNBA and Unrivaled, while analyzing the league’s collective bargaining agreement (CBA) and its impact on player leverage, compensation, and expectations.

Framed through the lens of a historic Philadelphia tour stop, the story underscores the growing demand, expansion opportunities, and shifting economic landscape of professional women’s basketball.

**UNRIVALED**

**WHAT IS UNRIVALED?**  
 Founded by WNBA stars Napheesa Collier and Breanna Stewart in 2023, Unrivaled is reshaping women’s sports with its player-first approach. The league offers high pay, premier amenities, and a domestic off-season option for the WNBA’s best players, fueling a \$340 million valuation by mid-2025.

BLACK ENTERPRISE

**UNRIVALED**

**INAUGURAL SEASON STATS & FIGURES**

- 589 MILLION** Social Impressions
- 11.9 MILLION** Television Viewership
- \$1+ MILLION** Ticket Sales
- 20+** Corporate Sponsors

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**BLACK ENTERPRISE**

“The league is continuing to grow in the right direction. Women’s sports is growing in the right direction, too. So we have to make the most of it—perform well on the court, and then great things come off the court with that.”

*Jackie Young*  
Laces Guard

**WNBA VS. UNRIVALED KEY DIFFERENCES**

- League Structure**  
 WNBA: 5-on-5 league with city-based franchises.  
 Unrivaled: 3-on-3 league with club-style teams.
- Season Timing**  
 WNBA: Summer - May through October.  
 Unrivaled: Winter - January through March
- Game Format**  
 WNBA: Full-court, 40-minute games  
 Unrivaled: Shorter games, smaller court with a game-winning shot
- Player Pay**  
 WNBA: Average salary around \$120K, with max contracts capped.  
 Unrivaled: Average salary around \$200K, among the highest in women’s basketball.

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**UNRIVALED**

**WHY EXPANSION MATTERS?**  
 After losing the WNBA’s Philadelphia Liberty in 2001, the city went more than 20 years without professional women’s basketball—until NOW!  
 Philadelphia will host the first-ever Unrivaled tour stop on Jan. 30, and the WNBA recently awarded the city an expansion team, set to begin play in 2030.

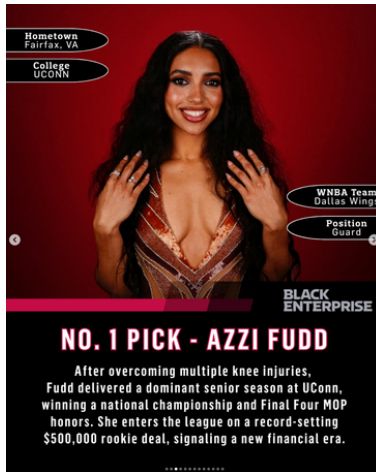
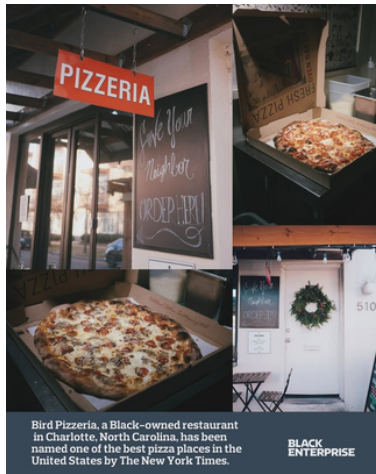
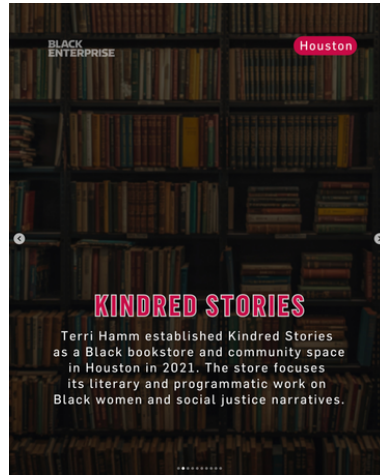
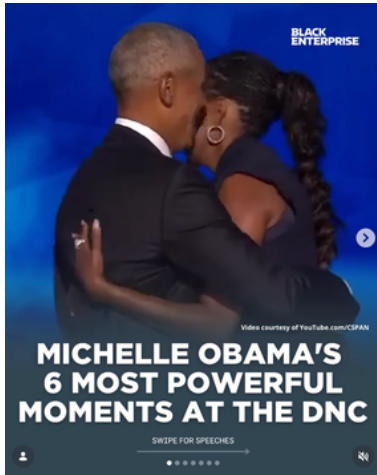
BLACK ENTERPRISE

**BLACK ENTERPRISE**

**WNBA’S UNEXPECTED FUTURE**  
 As the WNBA conducts critical CBA negotiations, leagues like Unrivaled are reshaping player leverage, compensation standards, and off-season expectations across women’s basketball.  
 What once felt like a complementary option is now influencing how—and where—elite players choose to invest their time, talent, and labor.

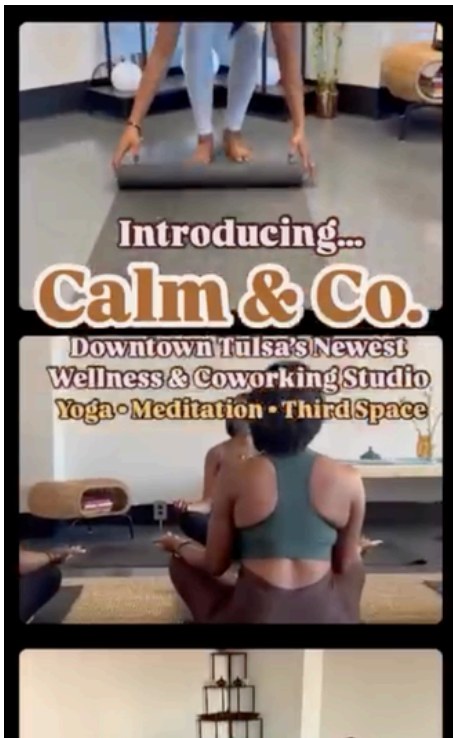
### Social Media Graphics

In these graphics, Tierra transforms editorial pieces into compelling and engaging interactive content. Each piece is executed through cohesive, branded templates and elevated with high-quality photos and videos to enhance storytelling and audience engagement. Grounded in cultural relevance and real-time trends, this approach ensures content is not only visually compelling but also timely, shareable, and aligned with what audiences are actively engaging with.



## Client Work

This section highlights Tierra’s work developing custom social media graphics. Each project is tailored to reflect the client’s unique brand identity, audience, and goals, combining strategic messaging with visually compelling design. From event promotion to brand storytelling, Tierra leverages cohesive templates, high-quality visuals, and culturally relevant content to create graphics that drive engagement, increase visibility, and deliver results.



# TIERRA C. SMITH

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**Professional Profile** Award-winning journalist and digital newsroom leader with more than a decade of experience spanning breaking news, business, culture, politics, and sports. Proven track record of leading cross-platform audience growth, reaching millions of Black audiences monthly through culturally relevant, platform-optimized content across social and digital ecosystems.

## Education

Master of Mass Communication, Louisiana State University

Bachelor of Arts in Mass Communications, Grambling State University

## Professional Experience

Social Media Manager, Black Enterprise | September 2022 – Present

- Leads cross-platform audience development strategy across Facebook, Instagram, LinkedIn, and Threads, driving over 300M+ annual impressions and views through organic content and distribution.
- Scaled Instagram impressions from 31M (2022) to 107.9M (to date), a 248% increase, while growing Facebook to 15M+ monthly views and LinkedIn to 3M+ monthly impressions.
- Translate audience analytics into actionable newsroom insights, informing content strategy, distribution, and revenue-focused editorial decisions in collaboration with editorial and business teams.
- Optimized content for discovery, with 80–94% of reach driven by non-followers, significantly expanding audience beyond core base.

Marketing and Communication Consultant | November 2019 - Present

- Lead audience development, content strategy, and brand storytelling for multigenerational and culturally relevant platforms, including Wins For Black Girls and Watch Me Win
- Develop and execute multi-platform campaign across newsletters, social media, podcast, live events, and SMS marketing to grow and engage Black and brown audiences
- Manage media relations and strategy partnerships across broadcast, digital, print, radio, and podcasts, securing earned and paid media and expanding brand visibility
- Build and oversee content ecosystems, manage interns and creative teams to produce high-impact, culturally resonant storytelling

Digital Content Producer, KPRC 2 | July 2019 – December 2021

- Produced high-impact digital coverage for one of Houston's leading news platforms, covering major events including the COVID-19 pandemic, hurricanes, and civil unrest
- Created digital-first content, including live blogs, breaking news alerts, and data-driven stories, consistently aligning with real-time audience demand and search trends
- Collaborated across newsroom teams and reporters to align digital publishing with editorial priorities, ensuring timely, accurate, and engaging coverage
- Leveraged audience analytics to optimize headlines, publishing cadence, and content distribution, increasing reach and engagement during major news cycles

**Core Competences:** Audience Development & Growth Strategy, Content Creation & Design (Canva, Capcut, Final Cut Pro), Social Media & Platform Optimization, Editorial Strategy & Newsroom Collaboration (Asana, Trello, WordPress), Analytics & Performance Insights (Chartbeat, Meta Insights, Hootsuite), and Multi-Platform Content Distribution (Mailchimp, Sprout Social, Textedly)

## Professional Organizations

National Association of Black Journalists - The Ida B. Wells Society for Investigative Reporting  
Goldman Sachs One Million Black Women: Black in Business, Delta Sigma Theta Sorority, Inc.