

SOCIAL MEDIA STRATEGIST • WEBSITE CONTENT MANAGER

Social media strategist accomplished at developing and communicating targeted organizational brand/voice/message in compelling ways that expand consumer base, strengthen customer loyalty and grow community outreach and engagement. Skilled in market research, strategy design, publicity/promotional campaign development and execution, as well as analytics, lead generation and inbound marketing.

Talented left-brain/right-brain thinker adept at writing/editing blogs, articles, reviews, features, ad copy and press releases *and* designing/producing/placing print, radio, television and Web-based advertising. Hands-on leader of editorial and freelance staff, design and production teams, distribution and accounting functions as well as customer, advertising account and vendor relationships. Experienced in short- and long-range planning, as well as consistent process improvement implementation.

PROFESSIONAL EXPERIENCE

DM Media Marketing 2011 - Present

INTERACTIVE SPECIALIST, SOCIAL MEDIA STRATEGIST

Support the efforts of small to mid-size companies and digital marketing agencies to incorporate social media into overall business strategy. Engineer organizational brand, message and voice; foster online customer and community engagement.

- **Won major new client** for digital agency by designing comprehensive social media and interactive marketing strategy for Delaware's largest 40,000-member credit union.
- **Directed interactive strategy, design, content and digital uploading** of 60 webpage-per-section vertical websites syndicated to websites of 15 major East Coast newspapers.
- **Developed for Agency CEO** two multimedia presentations delivered at IBM's LotusSphere 2012 conference for messaging and collaboration business partners:
 - "Transforming into a Social Business Partner"
 - "The Way of the Social Dragon: Ten Key Strategies for Building a Thriving Social Community in Your Organization"
- **Created, designed, developed and presented online** Social Media Software course introducing social media marketing to businesses of all sizes from entrepreneurs to Fortune 500 corporations.
- **Created and hosted radio podcasts** archived on iTunes for global distribution.

Horizon Services Wilmington, DE 2011

DIRECTOR OF SOCIAL MEDIA

Developed comprehensive multi-million dollar B2C social media strategies including company brand, voice and message. Created and operated customer engagement programs across multiple social networks simultaneously. Coordinated web, print and radio marketing initiatives. Created and scheduled social media content including blogs and marketing copy.

- **Doubled Facebook monthly active users in 60 days.**
- **Increased by 21% Facebook post feedback/interaction.**
- Evaluated and implemented cost-effective software solutions, social monitoring and analytics, and inbound marketing techniques.
- Drove lead generation through social media, web content and strategically-targeted community outreach as well as local, regional, national partnerships.

Essentia Wilmington, DE 2010

SOCIAL MEDIA/BRANDING CONSULTANT

- **Designed agency's social media branding strategy**, launched execution, established benchmarks in best practices, and led implementation team.
- **Delivered superior client service** through participation in client/agency meetings, representing client directives to agency management, supporting new client acquisition efforts.
- **Developed ad concepts** for presentation to client, spearheaded competitive research and analysis.

Specialties

- Facebook
- Twitter
- LinkedIn
- Google+
- Klout
- HootSuite
- Foursquare
- Podcasts
- Syndication
- YouTube
- Argyle Social
- SEO
- Mobile Apps
- User-Generated Content
- HTML
- Dreamweaver
- WordPress
- Blogger
- TYPO3
- tmsPUBLISHER

Industries

- Financial Services
- Politics and Government
- Health and Wellness
- Home Maintenance
- IT Consulting and Staffing
- Advertising and Marketing
- Business Information Services
- HVAC
- Print/Online News Media
- Entertainment
- Non-Profit

(Experience continued)

phillyBurbs.com *Levittown, PA 2003-2011*

SENIOR CONTENT EDITOR

Increased website traffic by 33% in the first 12 months by **pioneering** web marketing and social networking strategies, e-commerce innovations, intranet and enterprise collaboration platforms. **Significantly increased revenue streams** by training and directing entire staff in strategy implementation to:

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|-----------------------------------|--|
| Expand brand reach. | Share knowledge, respond to queries. |
| Engage and interact with users. | Connect with local businesses. |
| Promote and share useful content. | Contribute to community/constituents. |
| Attract new users/customers. | Identify local events/marketing opportunities. |
| Source appealing content. | Create online presence for company and its brands. |

- **Created compelling content that engages prospects while meeting and exceeding SEO standards** via strategic deployment of trending, keyword and buzz techniques and removing indexing barriers.
- **Achieved 47.3% average annual increase in affiliate sales.**
- **Developed niche websites to support expansion of online presence.** Conceptualized, designed and delivered stand-alone, hyper-focused websites to attract audiences with high revenue potential.
- **Effectively directed and mentored diverse editorial staff** including freelance writers and interns. Developed workflow schedule, ensured deadlines and goals were met. Planned and achieved editorial goals while proactively managing budget. Identified, interviewed and recruited qualified editorial candidates, freelance writers and interns.

Greyhound Adoptions of Florida, Northeast Chapter *Newark, DE 2008-2010*

WEBSITE EDITOR

Successfully raised more than \$20,000 for this non-profit organization. **Created persuasive content** and strategically deployed social media and e-mail campaigns to generate affiliate revenue by engaging users, creating conversion opportunities, stimulating use of commenting, forum discussions and social media sharing. Designed, developed, delivered and maintained on a regular basis ahome4greys.org website.

Jade Tree Records *Wilmington, DE 2001-2002*

MARKETING MANAGER

- **Developed and implemented marketing strategies** to promote recording artists and releases. Developed Web content and press materials including new release announcements, press releases and biographies. Created e-mail calendar, tracked and analyzed customer responses, managed mail order fulfillment.
- Managed customer relationships, marketing and administrative staff.
- **Drove sales** by strategically tapping, building and expanding online communities and by developing targeted content for message boards, chat rooms, advertising promotions, surveys, contests and reward programs. Managed media relations. Maintained direct contact with artist booking agents, domestic and foreign distributors, retail outlets and radio and press promotions regarding print and Web-based media. Coordinated licensing of music to DVD and news outlets.

CDNOW *Fort Washington, PA 1998-2001*

SENIOR EDITOR, Cosmic Media Network, a Division of CDNOW

Pioneered one of first Internet e-commerce sites, implementing affiliate marketing and social networking. **Catapulted sales** by developing compelling editorial and syndicated content portals and by licensing content to 100,000+ affiliates in order to drive traffic and consumers back to CDNOW. **Managed licensing of third-party content** from 200+ online and traditional print publications and freelance writers. Attracted media attention by editing editorial features for submission to national publications. Engaged customer base through strategic targeting of editorial calendar, e-mail marketing and PR campaigns.

EDUCATION

B.A. English, Literature and Film, 1991
University of Delaware, Newark, DE