

SOCIAL MEDIA STRATEGIST • WEBSITE CONTENT MANAGER

Social media and content strategist accomplished in developing global social media strategies and communicating targeted, compelling organizational brand/voice/messages to expand market share, increase user engagement, strengthen visibility and constituent loyalty. Recognized for maximizing results by identifying appropriate benchmarks, strategy and deliverables, and for analyzing campaign effectiveness with relevant KPI reports to stakeholders. Skilled in content strategy design and monetization, sourcing and generation, market research, publicity/promotional campaign development, 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; managed distribution and accounting functions as well as customer, advertising account and vendor relationships. Experienced in short- and long-range planning, budget management, delivering presentations to C-suite, driving process improvements and leading adoption of relevant social media techniques into organizational culture, products and services.

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA DIRECTOR Epic Marketing Consultants Corporation 2014-Present

Direct strategy creation and execution for this full-service marketing agency that blends traditional, digital and social media to create customized solutions for clients in diverse sectors including health care, financial services, manufacturing, education and politics. Collaborate with President, CEO, VP Operations and Board of Directors on overall corporate marketing strategy; lead internal growth initiative, designing corporate expansion strategy and new business development initiatives.

- Direct all aspects of social media strategy and management for multiple client accounts simultaneously; monitor and assess analytics; generate reports and briefs. Also manage social media and visual content development, paid and organic social media management.
- Manage digital content strategy including content curation, implementation and execution for multiple brands.
- Evaluate, select and implement marketing automation tools as well as social and content development tools.

Highlights of Achievements:

- **Drove record-breaking success in boosting brand visibility** by turning around underperforming UGC campaign for financial services company in collaboration with Seattle Seahawks, more than doubling unique users and impressions and tripling engagement.
- **Generated substantial growth in brand awareness** for health IT client, increasing Twitter influence by 28% and engagement by 27% in just six months.
- **Won major new client worth more than \$1M/annually** by creating strategy, developing RFP and executing presentation.
- **Single-handedly developed and implemented new company website**; managed IT/website security revamp and site strengthening.

FIRST 60 DAYS SUCCESS STORIES

- ★ Landed new client with \$1M annual budget.
- ★ Developed highly successful new internal website.
- ★ Catapulted impressions to 1.2M from 28.2K
- ★ Increased reach by more than 400x
- ★ Grew interaction frequency by 13x

SOCIAL MEDIA MANAGER PMA – Produce Marketing Association 2013-2014

Built organizational visibility, drove business growth and influence by leading the development, implementation and execution of all aspects of social media strategy for this leading trade association representing 2,800 companies with 10,000 members.

- **Directed social media campaigns and daily marketing/branding activities** including online advocacy, community outreach, engagement, events and promotions.
- **Catapulted organizational effectiveness and efficiency** by improving quantity and quality of social media content across all organization channels; developed issues leadership content and led staff in leveraging social media tools to create leads and generate revenue.

(more)

- **Engineered and implemented content curation strategy** to assure growing presence on social networks; regularly posted on related blogs and discussion groups and seeded relevant content into social networks/applications.
- **Cultivated productive working relationships** with members, prospects and industry experts, as well as relevant media and social media outlets and internal stakeholders.

E-LEARNING MANAGER PMA – Produce Marketing Association 2012-2013

Managed all aspects of website, online learning center and branded social network content creation, production and delivery.

- **Ensured strategic alignment** and appropriate development, implementation and success of website content and Online Learning Center.
- **Assured meaningful, relevant content** by scanning, evaluating and recommending new delivery vehicles and social media networks and by cultivating strategic partnerships with recognized SMEs, the Education Director, and internal/external content developers.
- **Deployed full website authority** to ensure fulfillment of branding guidelines and editorial.
- **Collaborated in managing \$500K+ content development budget.**
- **Developed and ensured adherence to production calendar schedule**
- **Supported expansion of global constituency** by managing \$60K translation strategy and external vendor relationships.

INTERACTIVE SPECIALIST, SOCIAL MEDIA STRATEGIST DM Media Marketing 2011 - 2012

Led small to mid-size companies and digital marketing agencies in incorporating social media into overall business strategy. Engineered organizational brand, message and voice; fostered online customer and community engagement.

- **Won major new client** for digital agency by designing a comprehensive social media and interactive marketing strategy for Delaware's largest 40,000-member credit union.
- **Directed interactive strategy, design, content and publishing** 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" and "Ten Key Strategies for Building a Thriving Social Community in Your Organization."

DIRECTOR OF SOCIAL MEDIA Horizon Services Wilmington, DE 2011

Developed and executed comprehensive \$MM B2C social media strategies. Drove lead generation through social media, web content and strategically-targeted outreach. Coordinated print and radio marketing initiatives. **Organically doubled Facebook monthly active users organically in 60 days and increased by 21% Facebook post feedback/interaction.**

SOCIAL MEDIA/BRANDING CONSULTANT essentia creative Wilmington, DE 2010

Designed agency's social media branding strategy, established best practices benchmarks, led implementation team.

SENIOR CONTENT EDITOR PhillyBurbs.com Levittown, PA 2003-2011

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.

- **Created compelling content that engaged prospects while meeting and exceeding SEO standards** via strategic deployment of trending, keyword and buzz techniques.
- **Achieved 47.3% average annual increase in affiliate sales.**
- **Attracted audiences with high revenue potential** by creating stand-alone, hyper-focused niche websites.

MARKETING MANAGER Jade Tree Records Wilmington, DE 2001-2002

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 rewards.

SENIOR EDITOR Cosmic Media Network, a Division of CDNOW Fort Washington, PA 1998-2001

Pioneered one of the first e-commerce sites, implementing affiliate marketing and social networking. Catapulted sales by developing compelling editorial features and syndicated content portals, and by licensing content to 100,000+ affiliates. **Managed licensing of third-party content** from 200+ online and print publications and freelance writers.

EDUCATION

Certification, Social Media Marketing Strategy, University of Delaware, Wilmington, DE 2014

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

SOCIAL MEDIA STRATEGIST • WEBSITE CONTENT MANAGER

SUPPLEMENTAL INFORMATION

EXPERTISE

Social Engagement:

- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Pinterest
- Instagram
- Vine
- Podcasts
- Infographics
- Real-time content
- UGC
- HootSuite
- Sprout Social
- Scoop.it Content Marketer
- Dreamweaver
- WordPress
- Drupal
- TYPO3
- Sitecore
- HTML
- SEO
- Analytics
- Syndication
- Content curation

INDUSTRY EXPERIENCE

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