

Four years of professional marketing experience that includes social media marketing strategy development, execution, and oversight, project management, client service, copywriting, web content production, technical writing, video editing, employee training, and market research.

Work Experience

Director of Social Media Marketing

Karma Media Labs, Los Angeles, CA

10/2009 – Present

- Develop and oversee marketing strategies for social media and word-of-mouth campaigns including blogger outreach and digital publicity, social profile development and management, conversational marketing, app development, social contests, video production and distribution, brand monitoring, and metrics/ROI analysis
- Contribute to the development of client proposals and statements of work
- Lead, oversee and train a team of 7 social media managers in campaign execution and tracking procedures
- Monitor and continuously optimize campaign strategy and initiatives through ongoing analysis and reporting
- Coordinate and contribute to client reporting procedures and deliverables
- Develop social media best practices, procedures, and handbooks

Social Media Director

Video Army LLC, Venice, CA

5/2009 – 5/2010

- Develop, plan, lead, execute, and analyze social media and word-of-mouth marketing strategies as it relates to corporate, advertising, or viral video production, marketing, and distribution
- Contribute to creative video ideas for business development purposes
- Consult and train clients and colleagues on social media marketing implementation and best-practices
- Develop Video Army's operations and procedures as they relate to business development, sales, execution, and reporting of social media services
- Manage and produce content for Facebook, Twitter, company blog, and other social networks, syndication and bookmarking sites

Web & Social Media Marketing Consultant (Freelance)

10 Years Later, Los Angeles, CA

3/2010 – Present

- Develop social media marketing strategy to encourage support of the film, audience feedback, and general awareness and community growth
- Contribute to and oversee social media presence
- Execute conversational marketing strategy to further encourage awareness, interest, and support of the film
- Provide ongoing analysis, optimization, and campaign reporting

Craigslist Joe LLC, Los Angeles, CA

9/2009 – 12/2009

- Develop and manage online community surrounding the documentary film 'Craigslist Joe'
- Execute 1:1 conversation, brand monitoring, and tracking
- Coordinate with website manager to optimize content publication and design
- Oversee social media and overall marketing strategies with project executives

Kip Morrison & Associates, Los Angeles, CA

4/2009 – 12/2009

- Develop comprehensive web and social media marketing strategies and campaigns, including web design, social profile development, community building and engagement, content production, and ROI analysis for lifestyle, fashion and beauty brands and products
- Oversee all project activity from proposal to completion, including contracting and coordinating necessary designers, bloggers, content managers, developers, and production crews
- Coordinate with PR account managers and professionals to develop seamless online and offline PR/marketing campaigns
- Train traditional PR professionals how to utilize social media and web/technology trends

Web Writer/Content Developer, Interactive Marketing

Dimensional Fund Advisors, Santa Monica, CA

4/2007 – 6/2009

- Trained associates in how to utilize web applications developed for employees and/or client use
- Provided website support and handled feedback across five global offices and 16 different departments, acting as the voice of the web staff
- Wrote, directed, and edited step-by-step tutorial videos for new web applications used daily by over 300 financial advisor clients
- Produced and edit promotional videos for viral marketing campaigns
- Architected and produced a detailed documentation wiki of over 287 pages, outlining all of the services, responsibilities and processes of the Web Services team from high-level business purpose explanations down to programmer code documentation integration
- Assisted in the development of web content, including: publication calendar, a comprehensive marketing directory of the company's 101 fund offerings, an extensive online library of articles, press releases, and white papers, and an online promotional merchandise ordering service for sales groups

Social Media Specialist (Freelance)

Eclectique, Los Angeles, CA

9/2008 – 11/2008

- Led social media effort for the release of a new web startup, driven through a three month word-of-mouth-marketing strategy amongst the teen and college-aged demographic
- Researched hundreds of target communities on Facebook, Myspace, forums, blogs, and other online networking platforms.
- Drafted all messaging and engaged audience in conversation about client's product, adhering to WOMMA standards.
- Provided analyst a weekly spreadsheet of all posting efforts to determine project effectiveness

Administrative Assistant

Stantec Consulting Inc., Irvine, California

5/2006 - 4/2007

- Assisted 42 project managers and engineers with editing, formatting, and publishing of technical reports varying in size up to 1000 pages.
- Plotted and coordinated project submittals to client
- Implemented archival recording and procedures for document library
- Developed and implemented departmental procedures
- Trained incoming administrative staff
- Created proposal documents and reports in coordination with the marketing department

Education

9/2003 - 12/2005 University of Wisconsin – Milwaukee

- Bachelor's degree in English literature with philosophy minor. 3.6 GPA
- Graduated with commencement and department honors

Skills: Wordpress, Google Apps, Analytics (Radian6, Google Analytics, Social Mention, etc.), Adobe Creative Suite, Final Cut Pro and Microsoft Office. Proficient on both PC and Mac.

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