

I'm an experienced social media marketer and content creator with a demonstrated history of creating engaging content and leading detailed projects from concept to completion.

SIGNIFICANT ACCOMPLISHMENTS INCLUDE

- Wrote *The Complete Idiot's Guide to Twitter Marketing*, which was released by Penguin Random House.
- Launched the first-ever worldwide Social Media Day, which included more than 10,000 participants in over 100 countries.
- Developed and executed content and social media strategies to both raise awareness and generate sales.

PROFESSIONAL EXPERIENCE*Social Media Marketing Manager***Sling TV**

April 2016 — May 2018

- Owned and led the definition, conception, execution and measurement of social media engagement programs, including content calendars, influencer strategies, fan engagement tactics, campaigns, contests and promotions, community programs, and more.
- Developed/Distributed creative and original content social media posts tied to pop culture, business narratives, and sports.
- Built relationships and worked with Facebook, Instagram and Twitter to accomplish company-wide social media goals.
- Monitored community/customer engagement, as well as other community-related metrics, and provided reports, insights, and feedback to stakeholders regularly.
- Worked with agencies (Kepler Group, The Martin Group) to coordinate both organic and paid media activities.
- Generated weekly, monthly, and quarterly metrics reports to show high-level overview of social media's performance.

Independent Consultant

May 2011 — April 2016

Clients include: #GivingTuesday, 92nd Street Y, 500 Startups, Animoto, Awair, gen.video, Mintent, Oracle, PenVine, Sprinklr, Sunshine Sachs

- Partnered with appropriate teams for/on marketing campaigns, influencer relationships, and other acquisition efforts.
- Developed and executed content and social media strategies to both raise awareness and generate sales.
- Maintained and developed the online community strategies for social media campaigns on Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- Acted as the main point of contact throughout the customer's lifecycle, defining success plans with key deliverables, and ensuring clear communication across customer's operational areas.
- Managed #GivingTuesday's social media channels with the UN Foundation to promote the initiative's message and global partners.
- Created and led community & marketing initiatives to maintain strong, strategic relationships with conference speakers, attendees, sponsors/partners, startups, etc.
- Developed and executed strategies for community management and social media programs.
- Identified and leveraged relationships with bloggers, influencers, and media outlets to create content and elevate exposure.
- Assisted in the development and execution of PR strategies, including all areas of integrated communications (media relations, social media, creative, brand integration, talent integration).

*CEO and Founder***AlleyWatch**

September 2011 — January 2014

- After raising a round of seed funding in October 2012, I hired, built, and managed both executive and editorial teams.
- Led development of content, monetization and business development strategies.

*Senior Community Manager***WeWork**

May 2012 — October 2012

- Managed all building operations and communicate with market support to ensure highest level of member satisfaction
- Developed community initiatives designed to create connections between members, including member introductions, overseeing events, electronic and print communications, and building walkthroughs.
- Managed a team within a building to reach sales goals and execute on their objectives as an individual and a team.

*Director of Business Development***The Next Web**

October 2011 — May 2012

- Identified and managed traffic-driving, revenue-generating, and brand-building opportunities.
- Enhanced content partnerships with established media brands (USA Today, Washington Post, Yahoo!, Zite).
- Assisted advertising agency (Federated Media) with creation of campaigns by creating headlines and focus of content.

PROFESSIONAL EXPERIENCE (Continued)*Audience Marketing Manager***Mashable**

December 2007 — May 2011

- Managed monthly reports for partner content performance, focusing on audience analytics, engagement and referral traffic.
- Planned and executed national events (US Summer Tours, SXSW, Social Good Summit etc.).
- Created and launched social strategies for the Mashable brand across Facebook, Twitter, Meetup.com and other social channels.
- Established relationships with companies and vendors to grow Mashable's brand through content and mobile partnerships.
- Launched the first-ever worldwide Social Media Day, which included more than 10,000 participants in over 100 countries.

TEACHING EXPERIENCE

Mathematics Teacher

NYC DOE

January 2006 — June 2006

Inclusion Teacher

Herricks UFSD

September 2005 — January 2006

Special Education Teacher

Great Neck UFSD

September 2004 — June 2005

Science Teacher

Herricks UFSD

September 2003 — June 2004

Permanent Substitute Teacher

Westbury UFSD

September 2001 — August 2003

PLATFORMS / PROGRAMS

Bitly, Facebook (Insights/Live/Pages), Google Analytics, Hootsuite, Instagram, Instagram Stories, LinkedIn, Looker, Medium, Optimizely, Periscope, Pinterest, Snapchat, Soundcloud, Spotify, Sprinklr, Tumblr, Twitter, Vimeo, Wordpress, YouTube.

SKILLS / SPECIALTIES

Community Engagement, Community Management, Content Creation, Content Strategy, Copywriting, Facebook Marketing, Influencer Marketing, Public Speaking, Relationship Building, Social Listening, Social Media Management, Social Media Marketing, Social Media Strategy, Startups, Twitter Marketing, Writing (Blog Posts, Social Media Content).

PUBLICATIONS[The Complete Idiot's Guide to Twitter Marketing](#)**Penguin Group**[The Grande Guide to Community Management](#)**Oracle**[The Best Practices For Enterprise Social Media Management](#)**Sprinklr****EDUCATION**

Master of Science in Elementary Education

Long Island University – C.W. Post

Bachelor of Science in Special Education

Long Island University – C.W. Post