

PROFESSIONAL EXPERIENCE

Social Media Marketing Manager **Sling TV (at Dish Network)** April 2016 – May 2018

- Managed all phases of Sling TV's social media, including copywriting and content selection for calendars, weekly and monthly analytics reporting, and brainstorming short and long-term digital initiatives.
- Developed/Distributed creative and original content social media posts tied to pop culture, business narratives, and sports.
- Partnered with appropriate teams for/on paid marketing, influencer relationships, and other acquisition efforts.
- Built relationships and worked with Facebook, Instagram and Twitter to accomplish company-wide social media goals.

Content Development Manager **gen.video** May 2015 – October 2015

- Managed the communication with specific groups of video creators around brand programs, including recruitment messaging, email invitations and customer service.
- Monitored and managed moderation process for all video content submitted through campaigns

Director of Social Media **Animoto** January 2015 – May 2015

- Worked with various teams (from marketing to PR) to develop a social media content calendar.
- Listened, managed, and engaged in all social media channels (Facebook, Twitter, Instagram, Google+) that allowed me to develop projects and editorial content, as well as interact with users and grow Animoto's communities online.

Chief Community Officer **Marketing.AI** April 2014 – September 2014

- Developed and executed content and social media strategies to both raise awareness and generate sales while delivering the brand message.
- 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.

Director of Digital Partnerships / Social Media **92nd Street Y** July 2013 – December 2013

- Developed creative, efficient methods to drive awareness and engagement to the #GivingTuesday website by identifying key Internet and technology companies to align with.
- Managed #GivingTuesday's social media channels with the UN Foundation to promote the initiative's message and global partners.

Director of Business Development **The Next Web** October 2011 – May 2012

- Identified and managed content partnerships, traffic-driving, revenue-generating, and brand-building opportunities.
- Assisted advertising agency (Federated Media) with creation of campaigns by creating headlines and focus of content.

Audience Marketing Manager (Community/Social) **Mashable** December 2007 – May 2011

- Created relationships with companies and vendors to grow Mashable's brand through content and mobile partnerships.
- Managed monthly reports for partner content performance, focusing on audience analytics, engagement, and referral traffic.
- Developed and project managed social strategies for the Mashable brand across Facebook, Twitter, etc.
- Launched the first-ever Social Media Day in 2010, which included more than 10,000 participants in 100 countries.

RELATED EXPERIENCE

<i>Director of Social Media</i>	Atari Teenage Riot	2015 – 2018
<i>Social Media Strategist</i>	Awair	2015
<i>Business Development & Community Manager</i>	500 Startups	2013
<i>Senior Community Manager</i>	WeWork	2012
<i>Social Media Strategist</i>	Sunshine Sachs	2011
<i>CEO and Founder</i>	AlleyWatch	2011 – 2014
<i>Student Education Manager</i>	NYIT	2007 – 2010

TEACHING EXPERIENCE

<i>Mathematics Teacher</i>	Leonardo Da Vinci MS	2006 – 2006
<i>Inclusion Teacher</i>	Herricks MS	2005 – 2006
<i>Reading/Study Skills Teacher</i>	Great Neck North HS	2004 – 2005
<i>Science Teacher</i>	Herricks MS	2003 – 2004
<i>Permanent Substitute Teacher</i>	Powells Lane Elementary	2001 – 2003

PROGRAMS

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

SKILLS

Community Management, Content Creation, Copywriting, Public Speaking, Relationship Building, Social Listening, Social Media Management, Social Media Marketing

PUBLICATIONS

<i><u>The Complete Idiot's Guide to Twitter Marketing</u></i>	Penguin Random House	2012
<i><u>The Grande Guide to Community Management</u></i>	Oracle	2012
<i><u>The Best Practices For Enterprise Social Media Management</u></i>	Sprinklr	2011
<i><u>The Role of Digital Audio in the Evolution of Music Discovery</u></i>	Targetspot	2011

EDUCATION

Master of Science	LIU – C.W. Post	2003
Bachelor of Science	LIU – C.W. Post	2002