

Senior Global Social Media Marketing Manager

Energetic, driven & innovative marketing professional with a proven track record of growing positive brand awareness. Motivated self-starter that utilizes a cross-functional approach to support the objectives of a company's business plan. Extensive experience generating online customer engagement through all social platforms.

Expertise

- ◇ Corporate Communications
 - ◇ Brand Awareness
 - ◇ Live Video Interviews
 - ◇ SEO
 - ◇ Content Development
 - ◇ Social Media Copywriting
 - ◇ Video Production
 - ◇ Live Event Coverage
 - ◇ Project Management
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Professional Experience

D & E Marketing | Freelance | *NJ-based Marketing agency*

Co-Founder & Marketing Consultant, 11/2021 to Present

Provide marketing services for clients of all sizes & industries working directly with organization decision-makers.

- Conceptualized, developed & executed 2 digital ads for Biden administration focused on Infrastructure bill
- Lead all paid social for Beond, Mexico-based Ibogaine-assisted (psychedelic medicine) therapy clinics targeting clients & their families

Xerox | Remote | *NY-based Tech company*

Senior Global Social Media Marketing Manager, 12/2021 to 06/2022

Established social media program for B2B clients. Managed international organization & trained across departments on the value of social media & best practices to ensure proper communication with targeted audiences. Collaborated with executive team & product management to create a thought leadership article & video series to drive web traffic & increase relevant engagement.

- Increased customer engagement through organic campaigns, which generated a 3.7% overall engagement rate (2x higher than prior org. average)
 - 1.2M+ impressions & 30K engagements across all social platforms monthly average (100% increase over previous monthly average)
- Provided live multi-channel updates & support during 1 investor company event, driving 192K+ impressions & 41.8K+ engagements, including 36K+ video views

NetApp | Remote, Contract | *CA-based SaaS company*

Executive Social Media Marketing Manager, 03/2021 to 07/2021

Established social media program for B2B clients for C-Level Executives. Collaborated with executive communications team to create a strategy that drives brand awareness & the leadership culture.

- Increased executive social publishing by 76%
- Increased social reach by 64%
- Increased social actions (likes, comments, shares) by 87%
 - 318K+ impressions & 8.2K engagements across all social platforms in under 2 months
- Developed corporate blogs for C-level executives focused on brand culture

Couchbase | Remote, Contract | *CA-based SaaS company*

Global Social Media Marketing Manager & Internal Communications Lead, 04/2018 to 01/2021

Established social media program for B2B clients. Collaborated with executive team & product management to create a promotional video series to highlight company accomplishments & product launches.

- Increased customer engagement through organic campaigns, which generated a 4.8% overall engagement rate (up to 2x the industry average)
 - 3.6M+ impressions & 200K engagements across all social platforms (100% increase over previous monthly average)
 - Achieved 1M lifetime views on YouTube
- Provided live multi-channel updates & support during 3 premiere company events, averaging 183K+ impressions & 10.7K+ engagements, including 6K+ video views

- Conceptualized, developed & executed marketing & recruitment video series

DataVisor | Remote, Contract | *CA-based SaaS company*

Global Social Media Marketing Manager & SEO Support, 05/2020 to 01/2021

Developed social media strategy with focus on B2B clients. Presented directly to the executive team to ensure we had the entire company's full cooperation in boosting our messaging to drive high-level sales leads.

- Increased customer engagement through organic campaigns, which generated a 7.7% overall engagement rate (up to 4x the industry average)
 - 316K+ impressions & 25K engagements across all social platforms (100% increase over previous year total)
 - Increased followers across all social media channels by nearly 50% in just 6 months
- Drove both paid & organic leads through campaigns focused on high-level sales goals through Marketo
- Worked on SEO throughout the entire website to enhance our search engine rankings using SEMrush
- Developed google analytics weekly & monthly analytics dashboard, incorporating all sales-related info

Waters Agency | Remote, Contract | *Worldwide PR & Marketing Agency*

Global Social Media Marketing & Video Consultant, 07/2019 to 07/2020

Established social media strategy for 4 clients through an agency. Managing social media & internal communications for four agency technology SaaS accounts (Couchbase, Panzura, Clumio & Confluera).

- Worked directly with each client's executive teams to develop an end-to-end social media strategy, managing their social media channels, employee advocacy tools & running their influencer programs
- Increased social media engagement through organic campaigns, which generated an average of a 5% overall engagement rate (up to 2x the industry average)
 - 400K+ impressions & 15K+ engagements across all social platforms (175% increase over previous monthly average)

Protravel International | NYC | *NY-based luxury travel company*

Global Social Media Marketing & Video Consultant, 03/2019 to 07/2019

Avaya | Morristown, NJ | *Multinational technology company*

Global Social Media Marketing Manager, 07/2016 to 03/2018

Oversaw global social media strategy for a \$4.2B company. Established a new social media program with regional managers located around the world. Maintained an overall positive social sentiment throughout Ch. 11 restructuring process & IPO by developing strategic campaigns. Provided guidance & support for the Avaya blog using SEO best practices.

- Named One of the Top Performers In Avaya Marketing Organization (2017)
- Drove significant organic & paid results across all social platforms during first year
 - Avaya.com visits from social media grew 660%+ yoy, including 150% overall growth of Avaya blog
 - Achieved 3M+ engagements across all social platforms (150%+ yoy growth) & 100M impressions (50% yoy growth)
- Managed 1 direct report & 1 seasonal intern

Eric Live on the Air | *YouTube personality*

Founder/Talent, 09/2007 to 07/2015

Technology

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| ◇ Adobe Creative Cloud | ◇ Social Media Management | ◇ Google Analytics & AdWords |
| ◇ Social Media Platforms | Tools: Sprinklr, Sprout, | ◇ SEO/SEMrush |
| ◇ iMovie | Hootsuite, Sysomos, Okto | ◇ WordPress |
| ◇ Graphic Design Tools:
Sketch & Canva | Post, Expion & Oracle Social | ◇ Basic Web Design Using HTML
5 & CSS3 |

Education

Kean University, Union, NJ
Bachelor of Arts

Major: Communications, focus in Journalism
Online Editor/Journalist for *The Tower* (KU Newspaper)