

## Social Marketing Executive

*Driving social media strategy to deliver on marketing and partnership opportunities.*

Award-winning marketing trailblazer well-known for displaying creativity, strategic thinking, and cultural competency to design campaigns resulting in high ROI and brand affinity. Adept at identifying trends and utilizing market research to execute industry-leading activations. Operations leader versed in leveraging the unique talents of teammates to drive best results for major brands.

**Technical proficiencies include:** HubSpot, WordPress, Sprout, Sprinklr, Google Analytics, Omniture, Twitter, Facebook, Instagram, TikTok, YouTube, SNAPCHAT, Weibo, Adobe Photoshop, Adobe Premiere

### STRENGTHS

- Social Media Strategy
- Data Optimization
- Creative Problem Solving
- Trend Analysis
- Team Management
- Public Speaking
- Cultural Awareness
- Emotional Intelligence

### PROFESSIONAL EXPERIENCE

#### NEW YORK KNICKS • Social Media Director • Jan 2023 to Present

Establish and execute the overall strategy, editorial calendar and promotional plans across for the New York Knicks -- the 2nd most valuable and only publicly traded NBA franchise.

- Direct a team of 7 content creators on daily and nightly basis for 82+ games and tentpole events (NBA All Star, Playoffs, NBA Draft) in addition to overseeing social for the Westchester Knicks, Knicks Gaming, and Jr. Knicks.
- Created data driven strategy resulting in **1.3 million audience growth** and **+69% engagement** across all channels YOY.
  - Growth driven by **+855k TikTok followers** (139% increase YOY) in addition to **+155% views per post YOY** across platforms. Also, oversaw creation of MSG Sports most viewed **IG Reel 30.9 million views**.
- Supervise social media strategy making the New York Knicks a league leader in social creative and engagement
  - **Top 10 team** (out of 30) on Snapchat and TikTok and 3rd Place winner for Best 2024 All-Star Campaign
- Strengthen cross-functional relationships between marketing partnerships and legal resulting in **\$5.6 million** in digital sales for the 2022-2023 season

#### TWITTER • Social Media Marketing Lead • 2021 to Nov 2022

Collaborate with internal stakeholders to formulate marketing initiatives. Increase brand awareness by leveraging trends and ushering in industry best practices. Work cross-functionally with legal, product, and design teams to bring campaigns to life.

- Direct marketing strategy for @TwitterSports and @TwitterGaming for company-wide activations (Super Bowl, NBA Finals, Xbox Showcase, etc.).
- Created and executed marketing tactics for Twitter's 2022 Super Bowl campaign, which had an \$11.5M estimated ad value and 2.4x more impressions than Twitter's 2020 Super Bowl campaign.
  - 59.7M impressions, 22.2M video views, and 1.3M engagements.
- Spearheaded marketing initiatives and rollout plan to have one of the world's biggest soccer players, Korea's Son Heung-min, join Twitter and interact with fans.

#### Notable Awards

Cannes Lion - Silver, Copywriting  
Webby – Best Overall Social  
Clio – Gold, Digital/Social Media  
One Show – Bronze, Social Media  
APSE – Projects & Column Winner  
Forbes – Next 1000

#### MARKETING CAMPAIGN EXCELLENCE

Twitter, Marketing Lead - #WNBATwitter  
1.2M Impressions  
2.1M Views  
2.4% Engagement Rate  
#WNBATwitter Usage Increase 125%

**ENDEAVOR • Director of Social Media • 2019 to 2020**

Initiated fresh ideas to develop a social strategy for Endeavor, WME, WME Sports, and IMG. Conceptualized and directed video shoots with high-profile sports clients (Tim Tebow, Naomi Osaka, etc.).

- Catapulted overall social media audience by 200% by producing trend-driven content franchises, leveraging influencer networks, and deploying community management tactics.
- Launched Endeavor's new social media presence and strategy in preparation for IPO.

**SOULCYCLE • Director of Content Operations • 2018 to 2019**

Devised editorial process for organic and paid social in tandem with email marketing. Introduced workflow for strategic creative support to internal partners. Produced and directed video shoots for social media content.

- Developed a first-of-its-kind partnership with Apple Music, SiriusXM, and SoulCycle.
- Launched the inaugural Media Department and introduced the process of running digital ads for the first time in brand history.
- Facilitated social media launch of new studios and expanded to 80+ during tenure (1 international studio in the UK).
- Supported marketing campaign for the company's 1<sup>st</sup> at-home fitness bike.

**BLEACHER REPORT • Senior Manager of Social, Deputy Managing Editor • 2016 to 2018**

Managed the team accounting for 40% of monthly social media interactions for the most engaged sports media brand on social media. Designed social media strategies using emerging technology to meet company goals and stay abreast of sports culture trends.

- Departmental leader for the company's largest cross-functional project "Power 50": a list of the most influential personalities in sports culture
- Cultivating the voice of award-winning writers for thought-provoking articles that trended weekly on social media
- Leader of projects that garnered press on CheddarTV, USA Today, XXL Magazine, and social shares from notable athletes and celebrities.

**SOCIAL MEDIA ACTIVATION ACCOLADES***Bleacher Report x NBA Rappers***133K Page Views****940K Interactions****1.7M Video Views****ESPN • Social Media Editor, Columnist • 2014 to 2016 | 2010 to 2012**

Managed editorial team to execute social campaigns and develop engaging content. Spearheaded sponsored social activations. Produced monthly analytics reports for executives and the Sales Team.

- Amplified social media from No.3 to No.1 referrer of traffic by developing social-friendly content, giving the platform a distinct voice, community management, and employing the power of other brand's audiences.
- Planned and executed live social media event coverage (World Cup, NBA/WNBA All-Star, Final Four, ESPYS).

**TURNER SPORTS, NBA • Interactive Producer, Social Media Manager • 2007 to 2010**

Directed talents of 10 editors to produce punctual updates to NBA team pages nightly. Revised and packaged stories from columnists and 30 national NBA writers. Oversaw NBA TV Twitter feed and served as a ghostwriter for NBA blogs.

- Launched noteworthy joint venture between NBA and Turner Sports for NBA.com

**EDUCATION & PROFESSIONAL CREDENTIALS**

GEORGIA STATE UNIVERSITY, **Master of Science in Sports Administration**

UNIVERSITY OF SOUTHERN CALIFORNIA, **Bachelor of Arts in Print Journalism**

SECTION4, **Brand Strategy Sprint: led by Scott Galloway**

SECTION4, **Storytelling Sprint: led by Will Storr**

RIISING LEADERS PROGRAM, **Women in Cable Television**

NATIONAL ASSOCIATION OF SPORTS JOURNALISTS, **Sports Task Force**

VOLUNTEERISM: **GenHERation Mentor**