

Experience

Scripps Networks, Genius Kitchen | New York, N.Y. | Jan. 2016 — Present

The third largest food website, formerly known as Food.com. From over 500,000 recipes to breaking food news, there's something for everyone.

Position: Social Media Manager

- Creates and manages social strategy across all platforms (Facebook, Pinterest, Instagram, YouTube, Twitter)
- Leads the social media team
- Develops video series optimized for digital sharing
- Manages social partnerships with influencers
- Produces weekly Facebook Lives with on-camera talent and restaurants
- Led the social rebrand strategy

Uber | San Francisco Calif. | Aug. 2014 — Jan. 2016

Evolving the way the world moves. Since its founding in 2009, it has grown to over 300 cities around the world.

Position: Global Social Multimedia Channel Manager

- Managed the global Instagram, Snapchat, Periscope, YouTube accounts
- Helped develop overall strategy and for digital campaigns
- Content creation across platforms
- Worked with city teams on optimizing localized social strategy
- Scaled social media across 60+ countries

Taco Bell Corporate | Irvine, Calif. | July 2013 — Aug. 2014

The nation's leading Mexican-style quick service restaurant chain.

Ad Age's 2013 Marketer of the year.

Position: Social Media Platform Specialist

- Community manager of Facebook, Instagram and Tumblr
- Created content for all social media platforms (Twitter, Facebook, Instagram, Vine and more)
- Assisted in development of marketing campaigns
- Incorporated food styling

BuzzFeed | New York, N.Y. | Nov. 2012 — July 2014

A leading social news organization, intensely focused on delivering high-quality original reporting, insight and viral content.

Position: Community Contributor

- Wrote viral posts
- Utilized social media for content ideas
- Holds 36 awards, most notable being Top 10 user
- Over 3 million views on five most popular posts

FOODBEAST | Costa Mesa, Calif. | April 2010 — June 2013

A food website that covers daily culinary news for the average eater.

Position: Writer

- Provided food photography
- Wrote viral food posts
- Informed readers daily of food news, recipes, products and culture
- Interviewed celebrity chefs, including Andrew Zimmern
- Developed new editorial series

Skills

- Social media
- Blogging
- Magazine writing
- Marketing strategy
- Copy editing
- Transcription
- Adobe Photoshop
- InDesign CS6
- Reporting
- AP Style
- Photography
- Blog websites (WordPress, etc.)
- Final Cut Pro X
- Word-processing programs
- Google Analytics
- Cooking
- Food styling

Education

University of Florida

Aug. 2009 — May 2013

Bachelor of Science in Journalism

Outside concentration in Theater

Social

 @kierawrr

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 /kiera.wrightruiz

 itskierawrr

 kiera20009

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