

Experience

The New York Times | New York, N.Y. | Dec. 2018 - Dec. 2019

Position: Social Media Editor, NYT Cooking

- Develop and execute overall Facebook and Pinterest strategy
- Launched NYT Cooking's first Facebook group
- Grew Facebook group to over 24,000 members in 5 months
- Launched NYT Cooking on YouTube
- Manage YouTube channel, and optimize videos based on SEO and platform best practices
- Manage video analytics across all platforms (Instagram, YouTube, Facebook, Pinterest, etc.)
- Write, test and develop original recipes to find new audiences

Google Local Guides | New York, N.Y. | June 2018 - Nov. 2018

Position: Social Media Manager (Contractor)

- Launched social video program for a global audience
- Wrote video scripts
- Developed, managed and organized the social editorial calendar, overseeing all content including copy, assets and publishing
- Managed analytics, tracking of audience growth and pulling campaign-specific metrics

Discovery Inc. | New York, N.Y. | Jan. 2016 - May 2018

Position: Social Media Manager, Food.com

- Created and managed social strategy across all platforms (Facebook, Pinterest, Instagram, YouTube, Twitter)
- Led the social media team
- Developed video series optimized for digital sharing
- Increased video views by 968%, 55% increase in total follower growth
- Created most popular video, which generated over 116 million views
- Managed social partnerships with influencers
- Produced weekly Facebook Lives with on-camera talent and restaurants
- Led the social rebrand strategy

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

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

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

Skills

- Social media
- Food styling
- Content creation
- Magazine writing
- Marketing strategy
- Copy editing
- Influencer strategy
- Adobe Photoshop
- InDesign
- Reporting
- AP Style
- Photography
- Blog websites (WordPress, etc.)
- Final Cut Pro
- Digital storytelling
- Social analytics
- Show creation

Education

University of Florida

Aug. 2009 — May 2013

Bachelor of Science in Journalism

Outside concentration in Theater

Social

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