

# REBECCA WOODWARD



New York, NY



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## SKILLS

Writing and editing  
Content production  
Creative leadership  
Social media management  
Newsletter management  
Marketing strategy  
Event marketing  
Event planning & management

## TOOLS

Asana, Trello & ClickUp  
Hubspot & MailChimp  
Buffer, Sprout, Sprinklr &  
Hootsuite  
Adobe Photoshop, InDesign,  
Canva, iMovie & Animoto  
Wordpress, Wix & other content  
management systems

Google Analytics  
Google Suite & Microsoft Office

## EDUCATION

**B.A. Literature, Geography**  
Eastern Michigan University  
Ypsilanti, MI

## DIGITAL MARKETING

### Social Marketing Consultant

NEW YORK, NY

### FREELANCE

2018 - PRESENT

Lead social media strategy and content projects for agency accounts and direct clients. Major projects include:

- **Social Media Strategist, ROCK+PAPER:** Created and executed a B2B social marketing strategy for experiential marketing services, and coordinated social event coverage in partnership with brands like Netflix, Dreamworks and Hulu.
- **Social Media Strategist, Stories Bureau:** Organic and paid social strategy and execution for Equinix Metal, helping brand podcast *Traceroute* premiere at #3 in its category on Apple podcasts with record low CPC.
- **Social Content Strategist, Simon Sinek Inc.:** Led a social content strategy that grew social referral traffic 10x and social audience by 700k+ in seven months. Produced a series of social videos garnering 1-2M organic views each.

### Worldwide Social Strategist

NEW YORK, NY

### IBM

2017 - 2018

Elevated IBM's social SOV 32% over key competitors and directed IBM's agency of record in executing a paid social campaign that outperformed previous campaigns by 225%.

## EDITORIAL

### Writer

NEW YORK, NY

### FREELANCE

2018 - PRESENT

Contribute journalism and essays to publications including *The New York Times*, *Electric Literature*, *HuffPost*, *Paste* and *Brooklyn Magazine*.

### Branded Content Editor

NEW YORK, NY

### FREELANCE

2018 - PRESENT

Write and edit brand content, and develop content marketing strategy for agency accounts and direct clients. Major projects include:

- **Managing Editor, Johnnie Studio:** Content marketing lead for the Microsoft account.
- **Managing Editor, Far From Timid:** Led editorial content for The University of Phoenix, boosting page views by over 400% and overall web traffic by 640%.
- **Content Writer, Manifest:** Lead writer for the Aflac content marketing account.
- **Editorial Director, Guardian Life:** Boosted enterprise content engagement by 150%.

### Global Director of Content

NEW YORK, NY

### KEPLER

2021 - 2023

Oversaw creation of blog posts, whitepapers, PR placements, newsletters, brand videos and social media content. Tripled the marketing team's content production and increased social engagement by 20%.

**Social Media Editor**

NEW YORK, NY

Led The Spruce's social rebrand, increasing total social audience by 54% in 5 months. Directed social strategy, including development of 3 successful social lifestyle franchises, and oversaw a paid social program.

**DOTDASH**

2016 - 2017

**Social Content Manager**

NEW YORK, NY

Grew Publicis North America's social audience by 80% and coordinated social across all North American offices. Developed thought leadership content with high-profile agency SMEs, increasing engagement with agency blog and social content by 68%.

**PUBLICIS**

2014 - 2016

**Assistant Director of****Social Media**

ANN ARBOR, MI

Planned and executed organic social marketing strategies for CPG, B2B and destination marketing clients including I Love New York, Brink's, Nonni's Biscotti, Visit Detroit and Beaumont Health System.

**FLUENCY****MEDIA**

2012 - 2014

**AWARDS****Digiday Content Marketing Awards****2022**

Best Agency/Client Collaboration,  
University of Phoenix

**The Drum Awards****2018**

Best B2B Content Marketing Campaign  
Industrious Magazine, IBM

**The Folio Awards****2018**

Best B2B Blog & Best B2B Tech/Telecom  
Magazine, Industrious Magazine, IBM

**MarCom Award, Platinum****2014**

Best Blog, Beaumont Health System

**HSMAI Adrian Award, Gold****2014**

Best Social Media Campaign, I Love New York