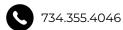
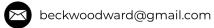
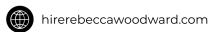
REBECCA WOODWARD









SKILLS

Creative leadership
Brand strategy
Audience development
Content strategy
Writing and editing
Multimedia content production
Social media strategy
Social media management
Newsletter management
Digital marketing strategy
Public & media relations
Communications planning
Event marketing
Project management

TOOLS

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

EDUCATION

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

AWARDS

Digiday Content Marketing Awards, 2022

Best Agency/Client Collaboration, University of Phoenix

SELECTED EXPERIENCE

Content Marketing & Social Media Consultant NEW YORK, NY

FREELANCE 2018 - PRESENT

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

- Managing Editor, Johnnie Studio: Oversaw editorial projects for the Microsoft account, writing and editing copy, and managing a team of copywriters in executing and delivering exceptional client-facing work. Consulted with client stakeholders to develop content strategies and messaging guidance.
- Social Media and Content Strategist, Stories Bureau:
 Developed a social strategy that increased organic social
 engagement by over 60% and achieved record low CPC for their
 client, Equinix Metal, helping the brand podcast *Traceroute*premiere at #3 in its category on Apple podcasts.
- Social Media Strategist, ROCK+PAPER: Oversaw a team of freelance creators in implementing a B2B social strategy I created to target the entertainment, spirits and retail industries, and coordinating event social coverage with brands including Netflix, Hulu and Dreamworks.
- Managing Editor, Far From Timid: Coached a team of writers in executing tentpole 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** account, producing articles, infographics, whitepapers and other thought leadership content that earned 3x more page views than existing content within 2 months.
- Editorial Director, Guardian Life: Boosted engagement on enterprise content by nearly 150% with an audience-focused editorial strategy and distribution plan. Oversaw an enterprise-wide SEO optimization project in partnership with senior stakeholders across business verticals that improved the site's search performance.
- Social Content Strategist, Simon Sinek Inc.: Led a social content strategy that grew social referral traffic 10x and grew social audience by 700k+ in seven months. Produced a series of social videos garnering 1-2M organic views each.

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

INDUSTRY EXPERIENCE

Travel & tourism
Tech
B2B marketing
B2B technology
Insurance & employee benefits
Media
Non-profits
Government
Museums & public institutions
Consumer packaged goods
Healthcare
Retail
Transportation

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

Global Director of Content & Social

KEPLER GROUP

NEW YORK, NY

2021 - 2023

- Oversaw strategic communications and editorial projects including: PR placements, executive visibility, thought leadership content, newsletters, brand videos and social media.
- Scaled the agency's thought leadership content production by 3x while driving a 54%+ increase in content views.
- Led a global team of marketers, publicists and creatives, and consulted on agency positioning as a member of the senior leadership team.

Worldwide Social Strategist

IBM

NEW YORK, NY

2017 - 2018

- Elevated IBM's social SOV 32% over key competitors through event-specific content campaigns to boost brand awareness at tentpole industry conferences.
- Led social strategy for travel and transportation, retail and government as part of IBM's Industry Marketing team.
- Directed IBM's paid media agency to execute a paid social campaign that outperformed previous campaigns by 225%.

Social Media Editor

DOTDASH

NEW YORK, NY

2016 - 2017

- Planned and implemented The Spruce's social rebranding campaign, 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 that achieved low-cost audience acquisition and engagement.

Social Content Manager

PUBLICIS

NEW YORK, NY

2014 - 2016

- Grew Publicis North America's social audience by 80% and turned the agency's in-house social media promotions into a collaborative social marketing program coordinated across all North American offices in service of the agency's new business development.
- Developed thought leadership content in partnership with high-profile agency SMEs, increasing engagement with agency blog and social content by 68%.

Assistant Director of Social Media

FLUENCY MEDIA

ANN ARBOR, MI

2012 - 2014

- Pitched and executed organic social marketing strategies that grew client social audiences by a over 45% YoY.
- Maintained client relationships for national and global clients including I Love New York, Brink's, Nonni's Biscotti, Visit Detroit and Beaumont Health System.