

REBECCA WOODWARD



New York, NY



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hirerebeccawoodward.com

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

NEW YORK, NY

KEPLER GROUP

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

NEW YORK, NY

IBM

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

NEW YORK, NY

DOTDASH

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

NEW YORK, NY

PUBLICIS

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

ANN ARBOR, MI

FLUENCY MEDIA

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**.