

REBECCA WOODWARD



New York, NY



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hirerebeccawoodward.com

SKILLS

Creative leadership
Content strategy
Writing and editing
Content production
Social media strategy
Social media management
Newsletter management
Digital marketing strategy
Event marketing

TOOLS

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

The Drum Awards, 2018

Best B2B Content Marketing
Campaign
Industrious Magazine, IBM

SELECTED EXPERIENCE

Social Media & Content Marketing 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 Strategist, ROCK+PAPER:** Oversee 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**.
- **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.
- **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 Folio Awards, 2018

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

**MarCom Award, Platinum,
2014**

Best Blog, Beaumont Health
System

**HSMIA Adrian Award, Gold,
2014**

Best Social Media Campaign, I
Love New York

Global Director of Content & Social

NEW YORK, NY

KEPLER

2021 - 2023

- Oversaw strategic communications and editorial projects including: blog posts, whitepapers, PR placements, newsletters, brand videos and social media content.
- Tripled the marketing team's content production and drove a 20% increase in the agency's social engagement rate.
- Managed a global team of marketers, publicists and creatives, and consulted on organizational policy and 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 innovative social strategies, including event-specific content campaigns to boost brand awareness at tentpole industry conferences..
- Directed IBM's agency of record 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.
- Mentored a team of junior colleagues and freelancers.