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Work Experience

Community Manager & Emerging Media Strategist @ JWT // Jan 2011 - July 2011

Client: Kraft/Cadbury Adams

Brand: STRIDE® chewing gum

Responsibilities

- Leveraged consumer insights to develop and refine social media strategies in order to maximize fan engagement and increase community size.
- Used conversation-monitoring tools (Radian6 & Sysomos MAP) to determine campaign effectiveness.
- Created and shared community growth and sentiment reports with both internal and brand teams.
- Tracked emerging technology platforms and trends as well as determined how STRIDE® gum could leverage new tools or cultural moments in order to increase fan interaction and engagement.
- Drafted status updates for Facebook & Twitter accounts and developed 30-day content calendars.
- Architect of a transmedia narrative that leveraged a major brand partnership with Major League Gaming and community interest in professional gaming.
- Transmedia Narrative
 - *“The STRIDE® Ram wants to become a Pro-Gamer”*
 - The narrative creates an interactive presence on several digital & social platforms including Facebook, Twitter and Xbox Live.
 - Fans can follow and encourage the STRIDE® Ram as he shares his progress on Twitter, hear how Ram’s training has impacted the rest of the STRIDE® HQ characters on Facebook and will be able to engage directly with the STRIDE® Ram and the brand on Xbox live.

Marketing Project Manager @ Blue Fountain Media // Aug 2009 - Dec 2010

Client(s): RaceFansTV; Anthony For Men; Cold-EEZE; SpaFinder; Smarties Candy

Responsibilities

- Coordinated the efforts of a team of online marketing specialists and data analysts.
- Developed and executed paid and organic search engine marketing campaigns.
- Developed and refined social media strategy.
- Oversaw website planning, design and development.

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Social Media & Digital Strategy Intern @ Undercurrent // Jan 2009 - May 2009

Clients: Ford & Pepsi

Responsibilities

- Performed ethnographic research and gathered consumer insights from the social web.
- Monitored the web for emerging technology and cultural trends in order to support active campaigns as well as secure new business.
- Outreached mainstream journalists, bloggers, influencers and content creators to spread awareness and participation in large scale marketing efforts.

Campaigns Examples

1. Campaign: "Fiesta Movement"
 - Brand: Ford
 - Grassroots social media campaign in which 100 social "agents" were given a Ford Fiesta and were assigned missions to help promote the car's arrival stateside through Twitter, blogs, video and events.
2. Campaign: "Drink Up, Rock Out"
 - Brands: Pepsi & MTV
 - Users submitted their own music video using the "Rock Band" video game for a chance to win an MTV "Moonman" and red-carpet treatment at the 2009 MTV music awards.

Education

Masters in Media Studies - New School University, '07 - '09

Studied emerging digital platforms, ethnographic research & analysis, digital video production, digital photography & creative writing.

Bachelors in Film Studies - State University of New York at Buffalo, '03 - '07

Studied documentary filmmaking, contemporary film theory & creative writing.

Writing Examples

Emerging Media & Technology Trend-spotting Writing Examples

<http://www.jwtintelligence.com/author/intelligenceaaron/>

Social Media Messaging Examples

<http://bitly.com/mlfU8S>

Skills

Marketing Skills

Project Management, Community Management, Conversation Monitoring (Sysomos MAP & Radian6), Creative Writing, Content Strategy, Data Analysis (Google Analytics Certified), Social Media Strategy, E-mail Marketing, Search Engine Optimization and Branding.

New Media Production Skills

Front-End Website Production & Design (XHTML, CSS & Javascript), Digital Video Production (Shooting, Editing & Distribution), Digital Photography, Photo Re-Touching & Graphic Design (Web, Print & Usability Design).

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