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EXPERIENCE

HOFSTRA UNIVERSITY

Social Media Manager | New York, NY | September 2023 - Present

- Own organic social strategy, content development, publishing, community management, and audience engagement across Hofstra University's flagship social channels, developing platform-specific strategies for Instagram, TikTok, YouTube, X, LinkedIn, and emerging platforms
- Oversee 300+ University-affiliated social accounts and develop platform-specific content strategies across academic, student affairs, and student organization channels
- Increase flagship account engagement by 140% through platform-specific strategies, community engagement, audience insights, real-time content execution, and trend-driven storytelling
- Conceptualize, capture, produce, shoot, edit, and publish platform-native organic photo, video, and social content, balancing planned campaigns with real-time event coverage
- Lead real-time social media coverage and content production for major campus events, incl. NCAA Division I athletics, concerts, Fall Fest, Music Fest, commencement, fundraising events, etc., driving audience participation and community engagement
- Track emerging social trends, viral formats, cultural moments, and audience behaviors to inform content strategy and identify opportunities for real-time engagement and reactive content
- Partner cross-functionally with advertising, photography, videography, and creative partners to develop and execute integrated campaigns, content initiatives, and live event coverage
- Develop award-winning organic and paid social campaigns and materials, including the New York Islanders x Hofstra partnership; build campaign briefs, shot lists, production schedules, timelines, and content calendars for high-visibility campaigns
- Established Hootsuite to streamline publishing, content calendars, and reporting across flagship social channels
- Onboard, train, and manage a team of 11 student creators and social media ambassadors

FREELANCE

Social Media Manager and Content Producer | New York, NY | March 2022 - Present

- CURRENT CLIENT: New York Mets (Mascot Team): Capture and produce real-time social content featuring Mr. and Mrs. Met across MLB games, community appearances, concerts, mascot showcases, and fan engagement events
- Develop platform-native video and photo content optimized for Instagram Reels, TikTok, YouTube Shorts, and other emerging formats, extending fan engagement beyond live events
- Build organic social strategies and content plans, and content calendars for clients across sports, entertainment, fashion, beauty, technology, and finance industries
- Monitor cultural trends, audience behaviors, viral formats, and emerging moments to identify timely content and community engagement opportunities
- Pitch, capture, produce, and edit video, photo, and social content for live events, brand partnerships, and audience engagement initiatives
- Utilize SEO practices, produce and create UGC for one-off brand deals & collaborations

AUDACY, INC.

Manager, Media Strategy & Planning | New York, NY | January 2022 - April 2023

- Develop media campaigns leveraging any/all of Audacy's assets including streaming audio, podcasts, and broadcast radio (spot and network) advertising
- Analyze and effectively respond to media RFPs from advertising agencies and media clients
- Identify best solutions to help clients solve business objectives, and build win-win media plans
- Collaborate with internal partners and sales teams on pitch development and strategy

CONDÉ NAST ENTERTAINMENT

Associate, OTT & Linear Operations | New York, NY | July 2020 - December 2021

- Managed the technical delivery of feeds to multiple CTV platforms (Samsung TV+, Roku, Sling, Vizio, Xumo, Amazon Prime Video, PlutoTV, Hulu, TiVo, etc.)
- Managed 24/7 operations, programming, and content scheduling for the Bon Appétit and GQ linear channels, brand OTT apps for Bon Appétit and WIRED, and XUMO extension channels, including ad breaks and direct placements
- Led channel development across all Condé Nast OTT/CTV channels, implemented channel branding and creative
- Oversaw cross-functional partner relations and content distribution workflows, coordinated asset delivery, approvals, metadata management, and stakeholder communications
- Strategically programmed branded, event, and promotional content (Met Gala, brand deals, day part programming, etc.), maintained content library optimization
- Achieved and maintained over 1.5M+ viewership hours monthly across platforms

SKILLS

- Adobe CC Suite (incl. Premiere Pro, After Effects, Photoshop, Media Encoder, etc.)
- Artificial Intelligence (AI) Prompt Design and Prompt Writing
- Campaign Management
- Community Management
- Content Editing Platforms (incl. Adobe Express, Canva, CapCut, etc.)
- Content Strategy
- DJI, Cannon, Sony cameras and systems
- Integrated Marketing
- Microsoft Office Suite (incl. Excel, Word, PowerPoint).
- Production Management
- Project Management Systems incl:
 - Airtable
 - Hive
- Social Analytics, Insights, Reporting
- Social Media Listening
- Social Media Strategy
- Social Video Production
- Stakeholder Management
- Various Content Management Systems incl:
 - Hootsuite
 - Meltwater
 - Sprout Social
- User-Generated Content (UGC) Strategy

AWARDS

- **Telly Award, Silver**
 - Online - Travel & Tourism
- **Telly Award, Silver**
 - Series - Media and Entertainment
- **MarCom Award - Platinum**
 - Strategic Communications | Communications/Public Relations | Social Media Campaign
- **Gold, Social Media Content (Other)**
 - EduAd Awards
- **Gold, Total Public Relations Campaign**
 - EduAd Awards
- **Silver, Other Social Media Content**
 - EduAd Awards
- **Honorable Mention, Launch Campaign**
 - PRNews Digital Awards
- **Honorable Mention, Local Campaign**
 - PR News Digital Awards

EDUCATION

Hofstra University

Master of Business Administration;

Marketing, 2026, With Distinction

Bachelor of Science; Video/Television & Film

2020, Cum Laude