

REBECCA WOODWARD



+1 734 355 4046



beckwoodward@gmail.com



rebeccawoodward.com



Brooklyn, NY

Skills

- Omni-channel marketing strategy
- Creative leadership
- Social media strategy
- Copywriting and editing
- Email marketing
- Product marketing
- Audience development
- Analytics and insights
- Project management

Tools

- Asana/Trello/ClickUp/Basecamp
- Hubspot/MailChimp
- Buffer/Sprout/Hootsuite
- Wordpress/Webflow/Wix
- Adobe Creative Suite
- Canva/Animoto
- Google Workspace
- Google Analytics
- Microsoft Office Suite/Smartsheets

Education

B.A. Literature, Geography
Eastern Michigan University
Ypsilanti, MI, 2009

Costume Design and Wardrobe
Technician Certificate, **FIT**
New York, NY, 2023

RECENT EXPERIENCE

Content Director and Social Media Strategist / Freelance
JUNE 2018 - PRESENT, NEW YORK, NY

- Lead and executed freelance editorial and comms projects—write and respond to briefs, manage teams of writers and content producers, and oversee editorial calendars and content production.
- Develop strategy and produce content for clients in higher education, tech, financial services, travel, hospitality, and lifestyle.

MAJOR PROJECTS:

- **Managing Editor, Far From Timid:** Managed a team of writers in executing tentpole editorial content for **The University of Phoenix**, boosting views by 200%. Developed client-facing content governance documentation and processes.
- **Content Writer, Manifest:** Lead writer for the **Aflac** account, producing articles, infographics, whitepapers and other thought leadership content.
- **Editorial Director, Guardian Life:** Spearheaded editorial strategy and distribution planning for the Enterprise Content team, in partnership with Thought Leadership and stakeholders across business verticals. Elevated and expanded brand reach by ghostwriting articles for industry publications. Managed enterprise-wide SEO optimization.
- **Social Content Strategist, Simon Sinek Inc.:** Created a social content strategy that increased 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.

Global Director of Content & Social / Kepler
AUGUST 2021 - FEBRUARY 2023, NEW YORK, NY

- Led communications and editorial projects—including website content, thought leadership, email newsletters, social campaigns, and PR placements—to drive client engagement, business growth, and awareness of the firm's proprietary tech products.
- Managed a global team of marketers, publicists and creatives, and consulted on organizational policy and positioning as a member of the senior leadership team.

Awards

Digiday Content Marketing

Award, Shortlist

Best Agency/Client

Collaboration finalist for Far

From Timid's work with

University of Phoenix,

2022

MarCom Award, Platinum

Awarded for the Beaumont

Health System blog, 2014

HSMIAI Adrian Award, Gold

Awarded for the #ISpyNy

social media campaign for I

Love NY, 2014

Selected publications

"Neighbor Bro Smashes My
Romantic Fantasy"

The New York Times,

Modern Love, 2018

"As a Cult Survivor, I Found

Prince Harry's 'Spare'

Surprisingly Relatable"

Electric Literature, 2023

"Why Female Comics are Turning
to the Theater with One-Woman Shows"

Paste Magazine, 2022

"For Some Restaurants, the Pandemic

Pivot May Become Permanent"

Brooklyn Magazine, 2021

"I Was Raised to Believe the
Apocalypse Was Upon Us. 2020
Is the Year I Stopped Believing."

The Huffington Post, 2020

Worldwide Social Strategist / IBM

OCTOBER 2017 - JUNE 2018, NEW YORK, NY

- Developed digital content marketing strategies for worldwide industry marketing, including campaigns that elevated IBM's social SOV above key competitors at tentpole industry events.
- Managed IBM's social activation and content plan for the annual National Retail Federation conference.
- Partnered with IBM's agency of record to execute a paid social campaign that outperformed previous campaigns by 200%.
- Created event-specific content, including an "in-flight magazine" with influencer contributors for an airline industry event.

Social Media Editor / The Spruce, Dotdash Meredith

NOVEMBER 2016 - AUGUST 2017, NEW YORK, NY

- Planned and executed The Spruce's social rebranding campaign and increased their total social audience by over 54% in 5 months.
- Directed social strategy, including development of 3 successful social franchises, for The Spruce and oversaw a paid program for low-cost audience acquisition and engagement.
- Collaborated with the video team at Dotdash to create social video for The Spruce Eats.

Social Content Manager / Publicis Worldwide

DECEMBER 2014 - JUNE 2016, NEW YORK, NY

- Grew Publicis North America's in-house social media into a full social marketing program.
- Coordinated social marketing efforts across all North American offices to ensure consistent content quality and brand voice.
- Managed the agency blog and developed thought leadership content in partnership with key agency discipline leaders.
- Introduced analytics reporting for improved assessment of digital marketing initiatives.

Assistant Director of Social Media / Fluency Media

DECEMBER 2012 - SEPTEMBER 2014, ANN ARBOR, MI

- Pitched and executed organic social marketing strategies for national and global clients including I Love New York, Brink's, Nonni's Biscotti, Visit Detroit and Beaumont Health System.
- Acted as key client contact for several accounts and oversaw the work of junior colleagues and freelancers.