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REBECCA WOODWARD

SPECIALTIES——

Creative leadership	Content Strategy	Social media strategy
Content creation	Copywriting and editing	Audience development
Analytics and insights	Project management	Comms planning

TOOLS OF THE TRADE——

Asana/Trello/ClickUp/Basecamp	Hubspot/MailChimp	Buffer/Sprout/Hootsuite
Wordpress/Webflow/Wix	Adobe Creative Suite	Canva/Animoto/iMovie
Google Workspace	Google Analytics	SEMrush/Moz

SELECTED EXPERIENCE——

Content Marketing and Social Media Consultant ——Freelance

2018 - PRESENT, NEW YORK, NY

- Lead and execute freelance editorial, social media and comms projects—write and respond to briefs, manage creative teams, and oversee editorial calendars and content production.
- Develop content and social media strategies and produce content for clients in higher education, tech, financial services, travel, hospitality, and lifestyle. Projects include:

Fractional Social Media Director, ROCK+PAPER: Manage a team of creators in executing a social content strategy to build the agency's reputation among entertainment and spirits industry marketers.

Social Media and Content Strategy Consultant, Stories Bureau: Developed and executed a social strategy that **increased organic engagement by 50% and achieved record low CPC** for their client, **Equinix Metal**, helping the brand podcast **premiere at #3 in the tech category on Apple podcasts.**

Managing Editor, Far From Timid: Managed a team of writers in executing tentpole editorial content for **The University of Phoenix**, **boosting content 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.**

Worldwide Social Strategist —IBM

2017 - 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, achieving the **highest social share of voice** among brands in attendance.
- 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

2016 - 2017, NEW YORK, NY

- Planned and executed The Spruce's social rebranding campaign and **increased 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 plan and create social video for The Spruce Eats.

Social Content Manager —Publicis Worldwide

2014 - 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

2012 - 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.
- Managed client relationships for several accounts and oversaw the work of junior colleagues and freelancers.

EDUCATION—

B.A. Literature, Geography

Eastern Michigan University

Ypsilanti, MI, 2009

AWARDS—

Digiday Content Marketing Awards, Finalist, Best Agency/Client Collaboration for Far From Timid x University of Phoenix, 2022

MarCom Award, Platinum, awarded for the Beaumont Health System blog, 2014

HSMIA Adrian Award, Gold, awarded for the #ISpyNY social media campaign for I Love NY, 2014