

# REBECCA WOODWARD

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## SKILLS

Marketing strategy  
Content strategy  
Social media strategy  
Writing and editing  
SEO optimization  
Paid social  
Video production  
Analytics and reporting  
Stakeholder management  
Creative leadership

## TOOLS

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

## AWARDS

Best Agency/Client  
Collaboration  
**Digiday Content  
Marketing Awards**  
University of Phoenix  
*Far From Timid*

Best B2B Content  
Marketing Campaign  
**The Drum Awards**  
Industrious Magazine  
*IBM*

Best B2B Blog and Best  
B2B Tech/Telecom  
Magazine  
**The Folio Awards**  
*IBM*

## SELECTED EXPERIENCE

**Content Marketing and Social Media Consultant**  
NEW YORK, NY

**FREELANCE**  
2018 - 2024

Lead content marketing, social media and communications projects for agency accounts and direct clients. Major projects include:

- **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.

**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.

Best Blog  
**MarCom Award, Platinum**  
Beaumont Health System  
*Fluency Media*

Best Social Media  
Campaign  
**HSMIA Adrian Award, Gold**  
I Love New York  
*Fluency Media*

## **EDUCATION**

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

### **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.