

Mike Iadevaia

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Objective

Driven and creative individual with proven skills in audience engagement and content creation seeking to apply my abilities to a social media coordinator position that offers opportunities for personal and professional growth.

Education

B.A. in Public Relations, Hofstra University, Hempstead, NY

Sept. 2012-May 2016

- *Affiliations:* Volunteer, 2012 Presidential Debate; President, Co-Captain, Hofstra Quidditch club; Member, Phi Eta Sigma Honor Society.

Experience

Social Media Intern, INSIDER, New York, NY

Jan. 2017-Present

- Developed multitasking skills by managing posts across several social media outlets including, but not limited to, Facebook, Twitter, Instagram, and YouTube.
- Used the Instagram story feature to share trending articles, which helped INSIDER win the “Best Use of Instagram” award from Digiday.
- Strengthened writing skills by contributing 1-3 stories a month for INSIDER and syndicated partners.
- Tracked social media performance across networks and brainstormed with editors on performance.

Marketing and Communications Intern, Grind LLC, New York, NY

March. 2016-Jan. 2017

- Created a consistent social media schedule increasing the company’s social reach to more than 5 million people.
- Collaborated with company CMO to run social campaigns and analyze performance.
- Used Adobe Photoshop to create visual images and posts resulting in more than 3,620 unique visitors to website.
- Expanded photography skills by capturing images of coworking spaces and company events for marketing materials, including the company’s app.
- Managed company blog by brainstorming content with members and increased views by 65 percent compared to year-over-year.
- Gained researching skills by staying current with industry topics and trends.

Social Media Intern, North Shore Animal League America, Port Washington, NY

Aug. 2015-Feb. 2016

- Worked with in-house photographers to capture photos of adoptable animals for social media content.
- Helped execute the “Get Your Rescue On!” campaign, generating 100,000 new likes on Facebook.
- Spearheaded the non-profit’s Snapchat account creating an organized content schedule and bringing in 1,000 new followers.
- Collaborated with Snapchat producers to create video content for the live, nation-wide “Animal Rescue” Snapchat story.
- Learned customer service skills by monitoring comment sections and responding to customer questions and concerns.

Skills

- Microsoft Office Suite, iMovie, Canva, Mail Chimp, Google Apps, Hubspot, Adobe Photoshop, InDesign
- Facebook, Twitter, Instagram, Tumblr, Google+, LinkedIn, Pinterest, Snapchat, Vine, HootSuite, Sprout Social