

MIKE IADEVAIA



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 New York, NY

Objective

Experienced and accomplished social media coordinator with over three years of experience looking to leverage extensive background in community management, social listening, and content creation into a full-time position.

Professional Experience

Freelance Marketing Assistant | Grind | Nov. 2017-Present

- Spearheaded creation of content calendars and publishing of social media content across networks.
- Collaborated with marketing director on design and implementation of marketing campaigns.
- Expanded photography skills by capturing images of coworking spaces and company events for marketing materials, including the company's website.
- Refined writing skills by contributing 2-3 blog posts per week.

Social Media Intern | Business Insider | Jan. 2017-July 2017

- Assisted with managing social video distribution across social networks, delivering 80 million Twitter video views in June and July and increased YouTube subscribers to 600,000.
- Utilized the Instagram story feature to share trending articles across INSIDER's 12 accounts, which won the "Best Use of Instagram" award from Digiday.
- Strengthened writing skills by creating social media copy and contributing web stories for INSIDER and syndicated partners.
- Tracked social media performance across networks and analyzed results with editors.

Social Media Intern | North Shore Animal League America | 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 nonprofit's Snapchat account by creating an organized content schedule resulting in 1,000 new followers.
- Collaborated with Snapchat producers to create video content for the live, nationwide "Animal Rescue" Snapchat story.
- Learned audience engagement skills by monitoring comment sections and responding to customer questions and concerns.

Volunteer Experience

Social Media Coordinator | Major League Quidditch | Dec. 2014-Present

- Create and publish content on social media channels, which has reached more than 6 million people to date.
- Constructed social media campaigns #QuidGoesPro and #16for16 driving more than 4,000 new followers across Facebook, Twitter and Instagram.
- Formalized communication from the league by establishing a social media content calendar and overseeing weekly e-newsletter that sees a 71 percent click rate.
- Oversaw social media marketing during Championship Weekend, resulting in more than 100,000 impressions and trended on Twitter.

Education

Hofstra University - Hempstead, NY

Sept. 2012-May 2016

B.A. Public Relations | Political Science, Marketing minors | Cumulative GPA: 3.44

Relevant courses: Public Relations Copywriting, Public Relations Campaigns, Integrated and Direct Marketing, PR Tools

Awards: Phi Eta Sigma Honor Society, Dean's List

Skills: Microsoft Office, Google Apps, Photoshop, InDesign, AP Style, Social Media Management, Wordpress, Chartbeat, CrowdTangle, Spredfast, Buffer, SEO

Interests: Travel, food, tech, pop culture