

MIKE IADEVAIA

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Professional Summary

Accomplished social media professional with over four years of experience looking to leverage expertise in community management, social listening, and content creation into a full-time position.

Professional Experience

Social Media Experience Manager | JeffreyM Consulting | Nov. 2017-Feb. 2018

- Work on site on behalf of JeffreyM Consulting's client Sprinklr.
- Use client's software to maintain and manage branded social channels.
- Monitor conversations on social with executives and address important mentions in real-time through engagement, escalation, or documentation.
- Represent client and support internal events team at national and international digital marketing conferences.

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 through Excel spreadsheets.
- Researched relevant social media influencers for content partnerships.

Public Relations Intern | Zimmerman/Edelson | Jan. 2015-May 2015

- Developed writing skills by creating press materials for clients, including press releases, photo captions, and media advisories.
- Acquired communication skills by pitching reporters and answering important phone calls.
- Learned researching skills by researching information for copy and for staff.
- Designed a one-hour live Google Hangout with prestige journalists and fellow interns to discuss social media's impact on news and media consumption.
- Assisted with planning and executing client events.

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 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, N.Y. | Sept. 2012-May 2016

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

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

Interests: Travel, tech, pop culture