

MIKE IADEVAIA

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Professional Experience

Social Media Experience Manager | Sprinklr (JeffreyM Consulting) | May 2018-Present

- Listen, monitor, and engage on Twitter with C-level executives from Sprinklr's 6,000 named accounts; increasing pipeline generation for our sales team by 700%.
- Take lead on planning and executing social strategy for Forbes' annual World's Most Influential CMOs report in collaboration with LinkedIn and Sprinklr; securing meetings with Mastercard, Levis Strauss & Co, and Cisco executives.
- Use social tools to identify influencers across industries and develop one-to-one relationships.
- Establish strong communication skills by presenting Sprinklr's platform in 100+ client demos and meetings; landing 28 new clients and upsells.
- Support internal events team at national and international marketing conferences and festivals; including SXSW, Intel Capital Global Summit, DMEXCO, and Social Media Week.

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

- Assisted with managing social video distribution across social networks, surpassing 1 billion video views 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

- Helped manage and monitor the organization's social media channels.
- Sharpened copywriting skills by creating social and web posts of adoptable animals.
- Assisted in execution of the "Get Your Rescue On!" campaign, growing Facebook likes by 100,000.
- Launched and spearheaded the nonprofit's Snapchat strategy, attracting 1,000 new followers.

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.
- 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 awareness campaigns driving more than 7,000 new followers across social media.
- 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

Skills: Microsoft Office, Google Cloud, Google Ads, Facebook Business Manager, Photoshop, InDesign, CRM, SEO, Chartbeat, CrowdTangle, Sprinklr, Spredfast, Buffer, Sprout Social

Interests: Travel, technology, photography, running