

# MIKE IADEVAIA

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## Professional Summary

Accomplished marketing professional passionate for bringing brands to life through social selling, global brand management, and campaign activation.

## Experience

### **Brand Manager | Sprinklr (JeffreyM Consulting) | Aug. 2019-Present**

- Bring together cross functional teams weekly to plan, develop, and execute internal and external campaigns.
- Approve and manage content from global marketers in the EMEA, Brazil, LATAM, and APJ regions, while providing strategic direction on brand identity and tone.
- Support weekly editorial council meetings by bringing together cross-functional teams to brainstorm and strategize social media content.
- Partner with PR Director to manage inbound care mentions and publish blog content from global teams.
- Work with web manager to optimize traffic to website and generate leads for webinars.

### **Experience Manager | Sprinklr (JeffreyM Consulting) | May 2018-July 2019**

- Listen, monitor, and engage with C-level executives on Twitter from Sprinklr's 6,000 named accounts; increasing pipeline generation by 700%.
- Recorded digital engagements on Salesforce and shared quarterly metrics with direct reports.
- Lead execution of social strategy for Forbes' annual World's Most Influential CMOs report in collaboration with LinkedIn and Sprinklr – securing meetings with Mastercard and Cisco executives.
- Strengthened interpersonal skills by presenting Sprinklr's platform in 100+ client demos and meetings with executives, including Arianna Huffington and Tommy Hilfiger.
- Supported internal events team at national and international marketing conferences and festivals; including SXSW, DMEXCO, Intel Capital Global Summit, and Social Media Week.

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

- Spearheaded social video distribution strategy across channels, earning 1 billion video views and 600,000 new YouTube subscribers.
- Utilized Instagram Stories to share trending articles and creative content across Insider's 12 accounts, winning the "Best Use of Instagram" award from Digiday.
- Strengthened writing skills by creating social media copy for viral tweets and contributing lifestyle stories for Insider and syndicated partners.

### **Social Media Manager | Grind Spaces | May 2016-Jan. 2017**

- Worked with CMO to strategize and execute paid social campaigns, delivering a 5 million post reach on Facebook.
- Partnered with Director of Community to plan member events and foster strong relationships.
- Expanded photography skills by capturing images of coworking spaces and company events for marketing materials and PR purposes.
- Managed company blog by brainstorming content with members, increasing views by 65 percent.

## Education

**Hofstra University**, Hempstead, N.Y. | Sept. 2012-May 2016

B.A. Public Relations | Political Science, Marketing minors

**Skills:** Microsoft Office, G Suite, Adwords, Google Analytics, Adobe Photoshop, Lightroom, InDesign, Cision Hubspot, Sprinklr, Salesforce, Sprout Social, Hootsuite, HTML, SEO, Wordpress, CrowdTangle

**Interests:** Travel, technology, photography