

MIKE IADEVAIA

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PROFESSIONAL SUMMARY

Accomplished social media marketing professional passionate for humanizing brands through social storytelling, innovative content strategy, and global brand management.

SKILLS

Social Content Strategy | CMS/CRM (Sprinklr, Hubspot, Salesforce) | Adobe Photoshop | Copywriting | SEO/SEM | Paid ads | Data visualization

EXPERIENCE

Lead Experience Manager | Sprinklr (JeffreyM Consulting) | Feb 2020-Present

- Build and support a weekly Editorial Council to centralize 15 siloed content streams into one source, facilitating global collaboration among various engines (PR, Events, Partnerships, Web, and Product).
- Approve and manage 200 monthly pieces of content from 8 global teams in the EMEA, Brazil, LATAM, and APJ regions, while providing strategic direction on brand identity and tone.
- Partner with Culture & Talent team to develop dynamic internal campaigns to inspire employee advocacy, including Pride Month, Black History Month, and Sprinklr Anniversary.
- Train 30 senior management and executive level team members on social media best practices.

Social Media Experience Manager | Sprinklr (JeffreyM Consulting) | May 2018-Feb 2020

- Utilized social media listening tools to engage with 2,000 C-level executives on Twitter from Fortune 500 brands, increasing pipeline generation for inside sales by 700%.
- Acquired content creation skills by launching a monthly LinkedIn PointDrive for Sprinklr's CMO.
- Organized social media strategy for the annual "World's Most Influential CMOs" report, resulting in 26 new sales qualified opportunities (SQO) on Salesforce.
- Planned and executed social strategy at SXSW, DMEXCO, and Intel Capital through capturing of media content and platform tutorials.

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

- Spearheaded content distribution strategy by creating compelling copy for 35 social media channels, increasing Twitter following to 100,000.
- Implemented weekly audits on success and reach of content with editor-in-chief, from viral Twitter posts to 1 billion video views across networks.
- Adhered to journalistic ethics by authoring six web stories for Business Insider and syndicated partners.
- Researched new social media trends like Instagram Stories and established a robust posting strategy recognized by Digiday as "Best Use of Instagram" for a digital publication.

Social Media Manager | Grind Spaces | May 2016-Jan 2017

- Centralized editorial calendar by interviewing female founders and coworking members for "Humans of Grind" blog series; increasing views by 65%.
- Collaborated with Director of Community to strengthen member experience through monthly thought leadership sessions and coaching fledgling entrepreneurs on social media.
- Transformed social media strategy for startup by creating a content schedule for organic and paid initiatives, increasing social media reach by 5 million.
- Expanded photography skills by capturing images of coworking spaces and company events for marketing materials and PR purposes.

EDUCATION

Hofstra University, Hempstead, N.Y. | Sept 2012-May 2016 | B.A. Public Relations