

Bridget Szuminsky

✉ bridget@bridgetszuminsky.com

☎ 678.468.5349

📍 Atlanta, Ga.

🌐 bridgetszuminsky.com

CAREER PREFERENCES

Locations

Greater Atlanta Area
Greater Orlando Area
Tampa / St. Petersburg
Fully Remote

Employment Types

Full-Time
Long-Term Contract
Temp-To-Perm

EDUCATION

BS, Communication

Minor, Creative Writing
Kennesaw State University | May 2012
Summa cum Laude

AWARDS

2018 Webby Awards

Outstanding Education Program
Honoree | LiveUp

2017 B2B Marketing Awards

Best Use of Digital Techniques
Winner | Sage

2017 B2B Marketing Awards

Best Multi-Channel Campaign
Finalist | Sage

2015 Shorty Awards

Multi-Platform Campaign
Bronze Distinction | Wells Fargo

2013 PRSA Richmond

Capital Award of Merit
Media Relations Campaign | CarMax

2013 PRSA Richmond

Commonwealth Award of Merit
Integrated Marketing Campaign | CarMax

2012 Public Speaking Showcase

Kennesaw State University
Second Place | Individual Participant

PROFESSIONAL PROFILE

With more than seven years of B2B and B2C social experience, I have a knack for translating business needs and creative ideas into tangible results. I'm passionate about combining story and strategy, making sure every decision begins and ends with data. As an organized, nimble, and quick learner, I have a successful track record leading social strategy, digital content, influencer, and paid social campaigns. I'm able to pitch, execute, and optimize campaigns with a skillset that includes both project management and analytical thinking.

I enjoy thinking outside of the box and finding inventive ways to reach consumers. I'm looking to join a company that's not afraid to innovate in the digital space.

PROFESSIONAL EXPERIENCE

Senior Social Consultant | Freelance | June 2011 – Present

Clients: McGann Media, Food Tours Atlanta, Good Mews, Steady, GRYTT, Dezi & Roo

Social Channel Management: From channel and content strategy to community management and publishing, I provide a full range of organic and paid social media services.

Content Strategy: As the editor for Good Mews' community newsletter, I manage its creation from article planning and writer assignments through design and mailing.

Social Training: I lead digital and in-person training for business owners and small businesses looking to run their own social channels as well as companies looking to expand their social team's capabilities.

Director, Social Media | Sagepath | October 2017 – February 2019

Clients: Holler & Dash, Pulte Mortgage, LiveUp, Hunter Fans, Cracker Barrell Old Country Store, Southern Company, Edible Arrangements

Department Foundation: I joined Sagepath to establish and grow social media as a new agency discipline. I defined our paid and organic offerings, social philosophy, and processes. I worked to educate creative, analytics, project, and account management teams on social practices. I led client relationships, resourcing, and budgeting for all social accounts.

Social Media SME: Acting as the social channel, content, and engagement strategy subject matter expert, I provided oversight to all strategy team initiatives and mentored social hires. From brand planning and creative brief development to paid strategy and campaign optimization, I ensured client needs were translated into successful digital marketing executions.

Business Development: I spearheaded social strategy for all business development initiatives, growing our client base by three major accounts.

Manager, Social Media Marketing | Sage | December 2016 – October 2017

Paid Social: As the paid social lead, I developed a funnel-driven strategy to drive marketing-qualified leads through Facebook and Instagram. March 2017 was the best month for my products with a 17% conversation rate.

Employee Advocacy: To better empower our sales and product teams, I developed a social playbook offering best practices and guidelines for sharing Sage content on personal social pages. This included specific training on LinkedIn's Social Selling and Elevate platforms.

Digital Content Strategy: I managed the development and launch of the revenue-driving Sage Advice blog. I also planned and implemented digital marketing strategies for our *For Dummies*' eBook and a Facebook Messenger chatbot.

Bridget Szuminsky

✉ bridget@bridgetszuminsky.com

☎ 678.468.5349

📍 Atlanta, Ga.

🌐 bridgetszuminsky.com

TECHNICAL KNOWLEDGE

Social Media Management

Sprinklr / Hootsuite / Sprout Social / Social Studio / Spreadfast

Social Listening

Sprinklr / Netbase / Radian6

Data & Reporting

Sprinklr / Netbase / Amplitude / Google Data Studio

Advocacy & Social Selling

Sociabble / LinkedIn Sales Navigator / LinkedIn Elevate

Miscellaneous

LinkedIn Recruiter / WordPress / Canva

KEY SKILLS

Organic Social Channel, Content & Engagement Strategy



Paid Facebook & Instagram



Paid Twitter, LinkedIn & Pinterest



Social Channel Management



Influencer Marketing



Employee Advocacy & Social Selling



Copywriting



Graphic Design (Training)



Photo & Video Editing (Training)



Digital Content Strategy



Team Leadership & Training



PROFESSIONAL EXPERIENCE CONTINUED

Social Media Manager III | Moxie USA | June 2014 – December 2016

Clients: Coca-Cola Trademark Brands, Gold Peak Tea & Coffee, My Coke Rewards, Wells Fargo, AMC Theatres

Social Media Strategy: I was responsible for developing social strategies through brand personas, channel role and purpose, consumer mapping, editorial planning, campaign themes, social tactics, and content/social audits.

Social Engagement Strategy: Managing a team of three community managers and two social strategists, I led social engagement for Coca-Cola's trademark brands. Looking to expand and reactivate their social communities, I was asked to develop the company's first comprehensive engagement playbook. I led the implementation of these strategies during real-time initiatives for COPA America and The 2016 Summer Olympics.

Influencer Marketing SME: I helped define the influencer marketing practice for the agency including pitching, contracting, budgeting, and network management.

Business Development: While leading new business pitches as program manager and social strategist, I helped win two \$1MM accounts and several incremental scopes.

Social Media Manager | Force Marketing | September 2013 – May 2014

Integrated Marketing: I created a cross-platform strategy that incorporated direct mail, SEM, website content, SEO, and social media.

Online Reputation Management: I managed the online reputation initiatives for 40+ car dealerships nationwide. This included mainstream sites such as Facebook and Yelp, as well as niche services like DealerRater.

Social Training: For both internal agency and external dealership sales teams, I ran training initiatives for Social Selling, community management, channel content and response best practices, and emerging social trends.

Public Relations Coordinator | CarMax | June 2012 – July 2013

Previous Role: Late Collections Account Specialist | June 2009 – July 2012

Media Relations: I managed media relations and event coordination for all store grand openings. Pitching The CarMax Foundation's first national partnership garnered more than 670k in social reach, 35 local and industry news placements, and national coverage by Voice of America.

Crisis Communications: As the communication team's social media lead, I managed social monitoring and data assessment to inform traditional and social response to company crises.

Internal Communications: I aided in the creation and distribution of internal company communications including emails, direct mail, and intranet articles. I led the award entries that landed CarMax on the FORTUNE "100 Best Companies to Work For" list two years in a row.