

Bridget Szuminsky

✉ bridget@bridgetszuminsky.com

☎ 678.468.5349

📍 Atlanta, Ga.

🌐 bridgetszuminsky.com

CAREER PREFERENCES

Locations

Greater Atlanta Area
Fully Remote

Employment Types

Full-Time
Temp-To-Perm
Freelance / Contract

EDUCATION

BS, Communication

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

Media Relations Campaign
Capital Award of Merit | CarMax

2013 PRSA Richmond

Integrated Marketing Campaign
Commonwealth Award of Merit | CarMax

2012 Public Speaking Showcase

Kennesaw State University
Second Place | Individual Participant

PROFESSIONAL PROFILE

With nine 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, strategize, 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

Sr. Social Consultant | Freelance | June 2011 – Present

Clients: The Social Element, Cîroc, McGann Media, Food Tours Atlanta, Good Mews, Steady, GRYTT, Dezi & Roo

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

Paid Media: I provide strategy, implementation, and optimization for paid Facebook, Instagram, Twitter, LinkedIn, and Google campaigns.

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 and expand their social capabilities.

Sr. Influencer & Social Strategist | Social Tribe | October 2019 – June 2020

Clients: Intel Data Platforms Group, SAP Global Influencer Marketing, Social Tribe

Department Foundation: I was tasked with systemizing and scaling the newly formed influencer team. From establishing processes and templates, to determining our philosophies and establishing relationships with key B2B tech influencers, I was able to lay out a roadmap for how the department will scale with each new client and project.

Influencer Marketing: With the aid of an influencer coordinator, I ran event, product launch, and messaging campaigns for Fortune 100 brands. When asked to develop a campaign reaching SAP's customers, I conceptualized and successfully ran a sustainability-focused campaign highlighting the needs of their customer's customers by integrating both B2B and B2C influencers.

Business Development: I worked with the new business team to identify warm and cold leads, templating pitching materials such as deck slides and talking points. I aided in four major proposals, winning two new clients and several expanded scopes.

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

Clients: Holler & Dash, Pulte, LiveUp, Hunter Fans, Cracker Barrel, Southern Company

Department Foundation: I joined Sagepath to establish and grow social media as an agency discipline. I defined paid and organic offerings, social philosophy, and processes. I worked to educate all agency teams on social practices and led client relationship management, resourcing, and budgeting for all social accounts.

Social Media: As the social and influencer subject matter expert, I led strategy initiatives and mentored hires. From brand planning and creative briefs to paid and influencer campaigns, I ensured client needs were translated into successful marketing executions.

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

Bridget Szuminsky

✉ bridget@bridgetszuminsky.com

☎ 678.468.5349

📍 Atlanta, Ga.

🌐 bridgetszuminsky.com

TECHNICAL KNOWLEDGE

Social Media Management

Sprinklr / Hootsuite / Sprout Social / Social Studio / Spredfast

Social Listening

Sprinklr / Netbase / Radian6

Data & Reporting

Sprinklr / Netbase / Google Analytics / Google Data Studio

Advocacy & Social Selling

Sociabble / LinkedIn Sales Navigator / LinkedIn Elevate

Project Management

Asana / Microsoft Teams / Jira

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

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. Between January – March 2017, the social conversion rate for my products increased from 3% to 17%.

Influencer Marketing: I developed B2B influencer marketing initiatives supporting the Sage blog launch, ongoing content needs, product launches, and industry events.

Employee Advocacy: To better empower our sales and product teams, I developed a social playbook offering best practices and guidelines for sharing content on personal social pages. This included 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 *Accounting Basics For Dummies* eBook and a Facebook Messenger chatbot.

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

Clients: Coca-Cola, Gold Peak, 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.

Influencer Marketing SME: I helped define Moxie's influencer practice, including pitching, contracting, budgeting, and network management. Programs included evergreen and campaign initiatives for Gold Peak Tea & Coffee, Coca-Cola trademark brands, and Wells Fargo's career services, diversity, and credit card lines of business.

Social Engagement Strategy: Managing a team of community managers and social strategists, I led engagement for Coke's trademark brands. Asked to reactivate their social communities, I develop Coke's first engagement playbook. I led the implementation of strategies during initiatives for COPA America and the Olympics.

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 – June 2012

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

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

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