



# Bridget Szuminsky



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678.468.5349



bridgetszuminsky.com

## CAREER PREFERENCES

### Locations

Fully Remote  
Travel Permitted

### Employment Types

Freelance / Contract  
Contract-to-Hire  
Full-Time

## EDUCATION

### BS, Communication

Kennesaw State University  
May 2012 | *Summa cum Laude*

## AWARDS

### 2022 Lion Win

*Confidential Client*

### 2022 Clio Win

*Confidential Client*

### 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*

## Founder & Lead Strategist | Blue Hour Social | June 2020 – Present

**Key Clients:** Deloitte, Mitsubishi Power, 3Q, Life360, Airtable, Biodegradable Products Institute, The Social Element, Cîroc, McGann Media, Good Mews, Steady App

Whether a company is looking for support with a one-time, a retainer, or leveling up in-house expertise, I work with small- to enterprise-businesses to create full-funnel strategies that nurture leads while authentically telling a brand's story.

**Consulting & Training:** Train businesses looking to run social in house. Consult on enhancing internal capabilities, expanding team expertise, and creating social roadmaps. Provide mentorship and learning opportunities for junior to mid-senior employees.

**Organic Social:** Develop and implement channel, engagement, and content strategies. Provide oversight and direction to in-house social and creative teams.

**Paid Media:** Strategize, implement, and optimize paid media campaigns. Work with media teams to integrate paid social into existing media schemes. Provide oversight and mentorship to in-house media teams.

**Analytics:** Execute reports with actionable insights and recommendations. Provide oversight and direction to in-house analysts. Create repeatable reporting frameworks.

**Influencer Marketing:** Develop and implement influencer strategies for micro- to celebrity-led campaigns. Lead contract negotiations. Manage influencer networks.

**Recruitment:** Match top social strategy, media, and creative talent with businesses needing full-time or specialized support.

**Career Roadmapping:** Mentor social strategy, media, and creative talent to determine what, when, where, why, and how of creating the most fulfilling career path for their individual wants, needs, and values. Self-branding and online presence review.

## ADDITIONAL PROFESSIONAL EXPERIENCE

### Agency Lead, Influencer & Social Strategy | Social Tribe | 2019 –2020

**Clients:** Intel, SAP, Micron

**Department Foundation:** Successfully systemized and scaled the newly formed influencer team by establishing processes, determining work philosophies, and establishing relationships with key B2B tech influencers. Created a roadmap for how the department will scale with each new client and project.

**Influencer Marketing Lead:** Managed teams leading industry conferences and events, product launches, and messaging campaigns for Fortune 100 tech brands. Conceptualized and ran an innovative sustainability-focused campaign highlighting the needs of the customer's customers by integrating B2B and B2C influencers for SAP Global.

**Social Business Development Lead:** Identified warm and cold leads, pitching and winning two new clients and several expanded scopes.

### Director, Social Strategy (Agency Lead) | Sagepath | 2017 – 2019

**Clients:** Holler & Dash, Pulte, LiveUp, Hunter Fans, Southern Company, Edible Arrangements

**Department Foundation:** Established social media as an agency discipline, defining paid and organic offerings, social philosophy, and processes. Educated agency teams and led client relationship management, resourcing, and budgeting for all social accounts.

**Social Media Lead:** Led all strategy initiatives and mentored social team. Ensured client needs were translated into successful marketing executions through brand planning, strategy development, content creation, client training, and execution of organic, paid, and influencer marketing campaigns.

**Social Business Development Lead:** Spear-headed social strategy for all business development initiatives, growing client base by three major accounts.



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## TECHNICAL KNOWLEDGE

### Social Media Management

Sprinklr / Hootsuite / Sprout Social / Social Studio / Spredfast

### Social Listening

Sprinklr / Netbase / Talkwalker

### Data & Reporting

Sprinklr / Netbase / Google Analytics / Google Data Studio

### Advocacy & Influencer

Social Horsepower / Sales Navigator / Traackr / Tapinfluence / GoSocial / NeoReach

### Project Management

Workfront / Asana / Microsoft Teams / Jira

### Miscellaneous

Canva / LinkedIn Recruiter / WordPress

## KEY SKILLS

Organic Social Strategy  
(Channel, Content, Engagement)



Paid Social Strategy & Deployment



Social Channel Management



Copywriting &  
Marketing Communications



Employee Advocacy



Influencer Marketing



Graphic Design (Training)



Social Media Training



Team Leadership & Mentoring



## PROFESSIONAL EXPERIENCE CONTINUED

### Manager, Social Media Marketing | Sage | 2016 – 2017

**Paid Social Lead:** Developed a funnel-driven strategy to drive marketing-qualified leads through Facebook and Instagram. Between January – March 2017, the social conversion rate for owned products increased from 3% to 17%.

**Employee Advocacy Lead:** Empowered sales and product teams by developing a social playbook offering best practices and guidelines for sharing content on personal social pages. Trained sales teams on LinkedIn's Social Selling and Elevate platforms.

**Digital Content Strategy:** Managed the development and launch of the revenue-driving Sage Advice blog. Planned and implemented go-to-market strategies for *For Dummies* eBook and a Facebook Messenger chatbot.

### Social Media Manager III | Moxie USA | 2014 – 2016

**Clients:** Coca-Cola Trademark Brands, Gold Peak, My Coke Rewards, Wells Fargo, AMC Theatres, Verizon, Delta

**Social Media Strategy:** Developed social strategies through brand personas, channel role and purpose, consumer mapping, editorial planning, campaign themes, social tactics, and content/social audits.

**Influencer Marketing Lead:** Helped define influencer practice. Managed campaigns through pitching, contracting, budgeting, and network management for award-winning evergreen and campaign initiatives for Gold Peak Tea & Coffee and Wells Fargo.

**Social Engagement Strategy:** Managed a team of strategists and community managers, leading engagement for Coke's trademark brands including the implementation of engagement strategies during initiatives for COPA America and the Olympics.

**Business Development:** Led pitches as program manager and social strategist, winning two \$1MM accounts and several incremental scopes.

### Social Media Manager | Force Marketing | 2013 – 2014

**Integrated Marketing:** Created a cross-platform strategy incorporating direct mail, SEM, website content, SEO, and social media.

**Online Reputation Management:** Managed online reputation initiatives for 40+ car dealerships nationwide including mainstream sites like Facebook and Yelp, as well as niche services like DealerRater.

**Social Training:** Ran training initiatives for both internal and external sales teams including community management, channel best practices, and emerging social trends.

### Public Relations Coordinator | CarMax | 2012 – 2013

**Previous Role: Account Specialist | 2009 – 2012**

**Media Relations:** Managed media relations and event coordination for all store grand openings and industry news strategies. Pitched CarMax Foundation's first national partnership earning over 670k in social reach, 35 local and industry placements, and national coverage by Voice of America.

**Crisis Communications Social Media Lead:** Managed monitoring and data assessment to inform traditional and social response to active and potential crises.

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