

SUMMARY

Digital communications executive with 15+ years of in-house & agency experience helping clients build their digital presence, develop content, and distribute it strategically across earned, owned, paid, and social media to amplify narratives and engage with audiences. Proven ability to help clients achieve business goals through digital communications channels. Possesses a Bachelor's degree in Communication Studies from Acme University. Proficient in presentations, public speaking, social listening analytics (NetBase, Meltwater, NewsWhip).

- Digital Strategy
- Project Management
- Client relations and management
- Social Media
- Strategic Communications
- Social Listening
- Online Reputation Management

PROFESSIONAL EXPERIENCE**Acme Communications – City, State****2010 – Present****Senior Vice President, Digital Strategy**

- Conduct in-depth research and design digital strategies for clients, including the Southeastern Conference, the [Name Removed], [Name Removed], and [Name Removed]
- Oversee paid digital campaigns for clients, including the [Name Removed], [Name Removed], [Name Removed], the [Name Removed], and [Name Removed].
- Ongoing and special events social media content creation and digital community management for clients, including [Name Removed], the [Name Removed], [Name Removed], [Name Removed], [Name Removed], [Name Removed], [Name Removed], [Name Removed], and [Name Removed]
- Consult with crisis clients, including cultural institutions, a liberal arts college, and a major hospital network to reduce intensity of a crisis on social channels and protect their reputations
- Educate all levels of staff on digital trends & emerging platforms through company-wide memos & presentations on topics such as Writing for Social Media, Social Media & Journalists, & Social Media Metrics & Analytics
- Serve as wellness coordinator; launched & manage staff wellness program, including step challenges, XYZ Corporate Challenge team, wellness workshops, flu shot fair, & health screening events
- Joined firm as Account Executive & promoted four times, most recently in October 2020

Acme Flowers – City, State**2008 – 2010****Editor & Marketing Manager**

- Utilized search engine optimization & search engine marketing to increase website traffic
- Managed team of 13 contributing writers
- Produced newsletters sent to over one million subscribers
- Wrote & produced monthly online radio show
- Built & maintained social media presence
- Worked on pitches with PR team; Represented brand on national TV & radio

John Doe Business Report – City, State**2008****Associate Editor**

- Wrote, researched & edited weekly commentary on the media industry, including syndicated content for *The Huffington Post*
- Conducted story interviews, attended conferences
- Managed content partner relationships

Acme Media Works – City, State**2006 – 2008****Manager, Content**

- Researched, created, & managed retail web content

- Hired & supervised team of three full-time content managers
- Wrote, edited, & managed style blog content; recruited new bloggers
- Utilized search engine optimization to increase blog traffic

ABC Communications, Inc. – New York, NY
Marketing/Editorial Intern

2004 – 2005

EDUCATION

B.S in Communication Studies – **ABC University**, City, State
2007

Frederick Bechtel

DIGITAL COMMUNICATIONS & SOCIAL MEDIA STRATEGIST

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: SUMMARY

Digital communications executive with 15+ years of in-house and agency experience helping clients from a wide range of sectors achieve their business goals using digital platforms. Proven ability to help businesses and high-profile individuals build their digital presence, develop content, and distribute it strategically across earned, owned, paid, and social media channels to engage with audiences. Proficient in presentations, public speaking, analytics, and social listening. Strong entrepreneurial spirit with a drive to constantly seek and use the latest technologies to advance digital communications.

: AREAS OF EXPERTISE

Account Management : Brand Strategy : Client Relationship Management : Consumer Research : Crisis Communications : Digital Advertising : Digital Engagement : Digital Marketing : Digital Strategy : Online Community Management : Online Reputation Management : People Management : Project Management : Public Relations : Search Engine Optimization (SEO) : Social Listening : Social Media Strategy : Strategic Digital Communications : Strategic Planning

: PROFESSIONAL EXPERIENCE

Acme Communications : City, State

April 2010 — Present

Strategic communications firm helping clients to build their brands and protect their reputations.

Senior Vice President, Digital Strategy : October 2020 — Present

Continue previous responsibility for overseeing social media content creation and digital community management for clients such as [Name Removed] and the [Name Removed]. Oversee paid digital reopening campaigns for clients including the [Name Removed] and the [Name Removed], as well as in-depth digital research project for the [Name Removed].

- Leading the effort to improve the firm's technology stack, including vetting, contract negotiation, training, rollout, and implementation.
- Provide strategic crisis communications counsel to help clients manage their online reputation.

Vice President, Digital Strategy : April 2016 — October 2020

Oversaw paid digital media campaigns and provided onsite social media content production for client events. Conducted in-depth digital research and crafted digital strategy recommendations. Oversaw ongoing social media content creation and digital community management for clients including [Name Removed] and the [Name Removed]. Continued previous responsibility for correcting and updating clients' Wikipedia pages, educating staff on digital trends and emerging platforms, and serving as wellness coordinator.

- Oversaw paid digital campaign for the ABC College 2018 summer student acquisition campaign, achieving over 10 million impressions and over 45,000 custom landing page visits. ABC College reported receiving a 50% increase in the share of visiting applications from 2017 to 2018—from 3% to 6%—and a 10% increase in summer courses taken in 2018, compared with 2017.
- Provided onsite social media content production for the XYZ Group's 2016, 2017, and 2018 Impact Forum in City, State, a three-day, invitation-only convening of over 300 leaders in health, wellbeing, and human performance.
- Conducted in-depth digital research and crafted digital strategy recommendations for [Name Removed], focused on the preservation and education about the project.

Associate Vice President, Digital Strategy : December 2013 — April 2016

Continued previous responsibility for correcting and updating clients' Wikipedia pages and educating staff on digital trends and emerging platforms. Produced social media content and managed social media communities for several clients including [Name Removed], [Name Removed], [Name Removed], and the [Name Removed].

- Provided onsite social media content production for the inaugural Women Global Leadership Forum and the [Name Removed] 2015 Gala in the Great Hall.
- Elevated the wellness program to include step challenges, participation in the inaugural XYZ Corporate Challenge, wellness workshops, annual flu shot fairs, and annual health screening events.

Manager, Digital Strategy : December 2011 – December 2013

Continued previous responsibility for correcting and updating clients' Wikipedia pages. Produced social media content for clients including [Name Removed] (launching social channels for a new residential rental property) and [Name Removed] (to mark the 125th anniversary).

- Educated all levels of staff on digital trends and emerging platforms through company-wide memos and presentations on topics such as Social Media and Journalists and Social Media Metrics & Analytics.
- Launched employee wellness program and served as wellness coordinator, with more than half of staff participating.

Account Executive, Digital Strategy : April 2010 – December 2011

Produced social media content for clients including [Name Removed], [Name Removed], [Name Removed], [Name Removed], and the [Name Removed]. Identified and pitched bloggers. Worked with clients in crisis situations to manage online reputation and search engine results.

- Onboarded social listening tool to monitor and analyze client mentions across the web.
- Worked on behalf of clients to transparently correct and update Wikipedia pages.

Acme Flowers : City, State

September 2008 — April 2010

Acme Flowers was a premier online destination for creative party ideas and a subsidiary of ABC Flowers.

Editor and Marketing Manager

Managed team of 13 contributing writers. Created and scheduled daily newsletters sent to one million monthly subscribers. Worked on pitches with Public Relations team and launched and managed community's social presence.

- From 2008 to 2009, used search engine optimization and search engine marketing to increase organic search traffic by 336%, annual website visits by 137%, and annual page views by 134%.
- Represented brand on national TV and radio, writing and producing monthly online radio show.

John Doe Business Report : City, State

March 2008 — September 2008

The media industry's leading market intelligence, content marketing and business connections platform.

Associate Editor

Managed content partnerships, conducted story interviews, and attended conferences.

- Wrote, researched and edited weekly commentary on the media industry, including syndicated content for The Huffington Post.

Acme Media Works : City, State

February 2006 — March 2008

As the first social commerce company, launched AcmeStyle.com as the first platform enabling customers to identify, share, and purchase products from popular TV shows and films.

Content Manager

Researched, created, and managed retail web content. Hired and supervised a team of three full-time content managers.

- Wrote, edited and managed style blog content; recruited new bloggers.
- Used search engine optimization to increase blog traffic.

: EDUCATION & TRAINING

Education: Bachelor of Science, Media, Culture and Communication
Acme University : City, State

Training: Advanced Google Analytics : Introduction to Data Science : Introduction to Data Studio : Introduction to R : Intermediate R

: TECHNOLOGY SKILLS

Software: G Suite Microsoft : Office Suite

Social: Facebook : Instagram : LinkedIn : Slack : Twitter : WordPress

Social Listening: Meltwater Social Listening : NetBase Quid

Tools: Google Analytics : Google Data Studio : R : Smartsheet