ADENA ANDREWS

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PROFILE

Over 10 years of developing award-winning social editorial strategies and digital activations by creating engaging content for use in social media campaigns.

EDUCATION

2007 | University of Southern California | Los Angeles, CA

Bachelor of Arts | Print Journalism

Minor | African-American Studies

2011 | Georgia State University | Atlanta, GA

Master of Science | Sports Administration

LEADERSHIP | AWARDS

National Correspondent (Selected) | NIKEWomen.com | 2009

Social Media Chair | National Association of Black Journalists | 2011-2015

Scholarship Recipient | Association of Women in Sports Media

Scholarship Recipient | Mitch Kupchak Fund | 2007

Diversity Fellow | Associated Press Sports Editors | 2011

Projects & Column winner | Associated Press Sports Editors | 2018

Contest Finalist | Social Media Week | 2013

Finalist | min Editorial & Design Award | 2015

PROFESSIONAL EXPERIENCE

2018-present | DIRECTOR OF CONTENT OPERATIONS

SoulCycle | New York, NY

- Operationalize the content launch of Apple Music partnership with SoulCycle
- Produce and direct video shoots for creation of editorial franchises on social media
- Inform strategy and direction of short form organic and paid social posts
- Liaise with various departments (legal, finance, studio ops, talent) to fulfill social media requests

2016-2018 | SENIOR MANAGER OF SOCIAL MOMENTS

Bleacher Report | New York, NY

- Manage a robust team of social media editors, video producers, graphic designers and independent contractors who create viral social media content that reflects sports culture
- Supervise the creation of content that has accounted for up to 40% of Bleacher Report's monthly social media interactions.
- Create social media strategies that utilize emerging technology to meet company goals and stay at the forefront of sports culture.

2016 | SOCIAL MEDIA DIRECTOR

SOZE | New York, NY

- Lead creative strategy development for all social media campaigns
- Garnered 1 Million social media impressions on #IAmAnImmigrant, largest initiative at SOZE
- Manage social media managers on daily execution and celebrity outreach initiatives
- Control budget for paid media campaigns across 12 different clients

2010 - 2016 | SOCIAL MEDIA MANAGER | WRITER | EDITOR

ESPNW.COM | Bristol, CT

- Increased social media from No.3 to No.1 referrer of traffic to espnW.com
- Supervise editorial team and reporters as they execute social media campaigns and create content
- Direct all sponsor social activations (digital and on-site)
- Manage Facebook verification and Mentions onboarding for all espnW.com talent
- Coordinate monthly analytics reports for executives and sales team
- Created first social media quiz, GIF and Facebook Q&A for ESPN / espnW.com
- Supply live social media event coverage (World Cup, NBA / WNBA All-Star, Final Four, ESPYS)

2013-2014 | MANAGER OF SOCIAL MEDIA COMMUNICATIONS

NY/NJ SUPER BOWL HOST COMMITTEE | New York, NY

- Created content for all social media marketing strategies
- Managed staff assignments for two week, round-the-clock social media communications center
- Oversee relationship with NFL and FOX to target social influencers
- Compiled weekly and monthly analytics reports

2012-2013 | SOCIAL MEDIA MANAGER | WRITER

CBS SPORTS.COM | New York, NY

- Developed content ideas to cover CBS Sports Network shows and events (Super Bowl XLVII, March Madness)
- Promoted digital engagement with target audience on social media channels
- Interviewed athletes and talent for stories relevent to social media trends

2007-2010 | INTERACTIVE PRODUCER | SOCIAL MEDIA MANAGER

TURNER SPORTS | NATIONAL BASKETBALL ASSOCIATION | Atlanta, GA

- Launched the new NBA.com, a joint venture between the NBA and Turner Sports
- Managed a team of 10 editors that produced timely updates to NBA team websites
- Interviewed athletes for multimedia stories designed to give fans an all-access pass to the NBA
- Edited and packaged stories from our 30 national freelance NBA writers and columnists
- Controlled the NBA TV Twitter feed and was a ghostwriter for athlete blogs

SKILLS

Social Networking

- Paid Social
- Facebook
- Twitter
- Instagram
- Pinterest
- SnapChat
- YouTube
- Reddit
- Twitch
- TikTok

Analytics

- CrowdTangle
- Omniture
- Topsy
- ChartBeat
- Google Analytics SEO

Web

- HTML
- Content Management Systems
- WordPress