

Timothy M. Goleman

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Social/Video Manager that assists the Communications team in the daily creation, management and coordination of creative media, social media content, and media assets

PROFESSIONAL SKILLS

- Social: Facebook, Instagram, Pinterest, Twitter, YouTube, LinkedIn, and WordPress.
- Programs: Photoshop, Final Cut, Premier ProWord, PowerPoint, Excel, Keynote, Garageband, MailChimp
- Social Tools: Curlate, Facebook Insights, Twitter Analytics, Pinterest Analytics, Sprout Social, Later, and Buffer

EMPLOYMENT & RELEVANT EXPERIENCE

Element 33, Atlanta, GA

Social Media Marketing Manager and Consultant Oct 2008 – July 2017

Social Media Marketing Manager and Video Producer & Editor July 2019 - Present

Consultant for SMB responsible for content creation, video production & editing, influencer marketing and training

- Developed and executed marketing plans for B2B and B2C clients including social media, email marketing, content marketing, paid social and emerging media
- Developed, deployed, managed and supported social marketing campaigns that promote brand and business initiatives
- Managed Social Media marketing campaigns and day-to-day activities across all brand's social properties including, but not limited to, Facebook, Twitter, Instagram, Pinterest, YouTube.
- Analyzed, reviewed, and reported monthly to maximize results, recommended plans for revising/optimizing Social Media efforts
- Crafted a Paid Social strategy that increased Facebook post-interaction by 200% over organic reach
- Planned and implemented video marketing, including commercials, live streams, and other video content.
- Implemented Facebook Pixel and then conducted custom paid retargeting campaigns Grew clients Twitter following on average 14% a month organically, without paid promotion
- Develop a Twitter contest that increased the email database of retail client 20% over three weeks
- Expanded Facebook content to include video to increase Facebook interactions, resulting in a 50-70% increase over non-video posts
- Identified and managed social media brand ambassador program to help increase word of mouth marketing program and user-generated content

Plaid Enterprises, Atlanta, GA

Contract Social Media Manager Sept 2014 - Dec 2014

Contract Social Media Manager – March 2017 – June 2018

Social Media Specialist Aug 2017 – Jan 2019

Social Media Manager/Video Content Creator Jan 2019 – July 2019

Social media manager responsible for content creation, community management, influencer marketing, and video production and editing.

- Developed an optimal posting schedule and publishing calendar for all social content across six brands and over ten social accounts

- Created, curated, and managed all published content via a content calendar set a month in advance. Shared with necessary stakeholders Grew Instagram audience 44% with engaging content in one year without advertising or sponsored posts
- Sourced user-generated content (UGC) through searches, vet submissions, secure image, ensure output is on brand and deliver expected results
- Analyzed, reviewed and reported on the effectiveness of the campaigns and provide feedback to the company stakeholders focusing on Pinterest and Instagram
- Directed and produced Facebook Live Stream featuring hour-long monthly learn to paint program
- Restructured and deployed the "Plaid Creators" influencer program from 9 to 17 to ensure all campaigns deliverables are on time and budget
- Managed social communities on a daily basis, responding to comments and messages within an hour.
- Produced created and published weekly video content including highly-shareable, social-first video content to drive revenue and over 1 M total views.
- Utilized platform-specific and third-party social media listening/tracking and analytics tools (Curlate, Later, and Sprout Social) to report on monthly and campaign performance
- Organized and implemented Plaid Ambassador influencer video program where ambassadors created 15 videos with a tight budget and time frame.
- Increased YouTube audience 16% a year with video content and getting the total subscriber base over 100K
- Created and edited content for social platforms including Facebook, Twitter, Pinterest, Instagram, Google+ and YouTube
- Managed influencer campaigns from for Mod Podge and FolkArt brands to help promote new and seasonal products

Moxie Interactive, Atlanta, GA

Account Manager/Social June 2011 – Sept. 2011

Account Manager responsible for social media strategy and analytics on the Verizon account.

- Evaluated and improve analytics and best practices for measuring social media deployed across multiple social networks
- Developed of Social strategy for Verizon Wireless and implement across various business areas (Social Media, Sponsorship and B2B) and how they affected their business
- Created a small business strategy for Verizon on how to reach, engage, and leverage the power of small business.

EDUCATION

BA, Marketing, Georgia State University, Atlanta, May 2006

ACTIVITIES AND PROFESSIONAL ASSOCIATIONS

- Atlanta Interactive Marketing Association Member AIMA Social Media SIG
- AIMA Social Media SIG – Chair 2011-2013
- AMA Digital/Social Series Committee Member AMA International and Atlanta Chapter member 2008 - 2015