

BRETT CRAWFORD

SOCIAL MEDIA
DIRECTOR

PROFILE

I am a community-focused social media director adept in servicing small businesses and Fortune 500 companies alike.

CONTACT

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EXPERIENCE

STARTLAND

Marketing Manager & Back2KC Director | 2020 - 2021

- Coordinated & executed a 2-day virtual conference with hundreds of attendees
- Developed editorial calendar, crafting social posts for individual platforms
- Edited audio & video, handled graphic design and wrote copy for social content
- Managed email outreach for Experiences team and Education team
- Set up Facebook, Instagram and Twitter ads for events and experiences

METRO / SMARTBAR / GMAN TAVERN

Social + Digital Media Director | 2015 - 2020

- Created three distinct voices for each club
- Track ROI on paid, earned and owned campaigns
- Partner with local businesses to organize cross-promo contests
- Develop weekly ed cal with the help of an assistant and interns
- Set up retargeting for fans, lookalike audiences and email subscribers

ZOCALO GROUP

Community Manager + Account Coordinator | 2014 - 2015

- Serviced Nissan USA, Philips-Norelco, Skippy, Bertolli and more
- Company's first-ever dedicated community manager
- Used tools to develop growth and sentiment reports for clients
- Kickstarted Norelco's first influencer marketing campaign
- Worked with indie bloggers to launch an influencer campaign for Bertolli

PLUGYOURHOLES.COM

Social Media Director + Community Manager | 2011 - 2014

- Responsible for exponential growth in social following over first year
- Developed a customer incentive program to increase repeat buying habits
- Started a YouTube channel featuring sketches and promos
- Developed email marketing campaigns bi-weekly

EDUCATION

UNIVERSITY OF KANSAS

Bachelor of Science in Journalism
Columnist for the University Daily Kansan

SKILLS

Copywriting
Data Visualization
Customer Profiling
Adobe Creative Suite
Audio/Video Editing
Editorial Calendar Creation
Creative Development
Personnel Management