

LAURA HOWLAND

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EXPERIENCE

GODADDY Brand Social Media Manager

January 2019 – Present | New York, NY

Lead social media strategy that empowers an audience of everyday entrepreneurs in building and growing their online presence, celebrates customers, and strengthens company reputation

Spearhead social media for GoDaddy's first Super Bowl campaign after an 8-year hiatus, resulting in the brand's first-ever Cannes Lions Awards win

Manage and analyze daily social listening, reporting on metrics such as total volume, sentiment, and potential impressions

Build community management dashboards to discover opportunities and engage in 1:1 conversations with current and prospective customers, advising social marketing teams across 14 global regions in doing so

Prepare common response guides with predicted scenarios ahead of integrated marketing campaigns, celebrity partnerships, product launches, live events, influencer activations, and holidays

Create and carry out crisis communications plans, which involves configuring search queries, assessing severity, delivering metrics to executive leadership, and recommending opportunities to adjust messaging

Enhance and maintain account security for roughly 50 company and acquired brand social media accounts

Promoted from associate social media manager and previously from social media marketing specialist

ELITE DAILY Senior Social Media Editor

December 2017 – January 2019 | New York, NY

Managed a team of three, overseeing social media and newsletter strategy for online publication for millennial and Gen Z women

Launched and edited three series with weekly episodes on Instagram Stories, with sponsorships from fashion and beauty brands

Partnered with Instagram to premiere as one of the first publishers on IGTV with two original monthly series, garnering over 1M views per episode

Increased monthly website traffic via Instagram by 120% and grew monthly post engagement by 7.5%

COSMOPOLITAN & REDBOOK Social Media Editor

September 2016 – December 2017 | New York, NY

Led social media production for two of Hearst's young women's publications, collaborating with vertical editors to assign engaging stories and write strong headlines

Revamped social video strategy to feature news, memes, and viral compilations that would reach up to 2M shares per post and garnered 2B total views over a six month period

Coordinated partnerships with publications and organizations, such as Planned Parenthood, to drive traffic to reported features

Planned and filmed Facebook Live broadcasts and video shoots, which included interviews with celebrities, tutorials with beauty professionals, and how-to segments with chefs and mixologists

PEOPLE Assistant Social Media Editor

June 2015 – September 2016 | New York, NY

Implemented rollout plans for cover reveals and franchises, such as Sexiest Man Alive and World's Most Beautiful

Live-tweeted and posted news updates during TV programs, concerts, and award shows, including the Golden Globes and Grammys

Directed musicians, actors, and reality TV personalities through video shoots, live streams, and Twitter Q&As

Pitched, wrote, and produced five online articles per day covering news, entertainment, and style

SKILLS

DISTRIBUTION

SocialFlow
Sprinklr
Dash Social
Buffer
Hootsuite
Mailchimp
Sailthru

ANALYTICS

Sprinklr Reporting
NetBase
Google Analytics

SOFTWARE

Adobe Creative Cloud
Final Cut Pro
Workfront
Airtable
Jira

EDUCATION

SYRACUSE UNIVERSITY

S.I. Newhouse School of Public Communications

The College of Arts and Sciences

B.A. Magazine Journalism & Women's and Gender Studies

May 2015