

LAURA HOWLAND

EXPERIENCE

GODADDY *New York, NY / Remote*

Social Media Manager, Office of the CEO *March 2023 – present*

Marketing Manager, Brand Social *March 2021 – February 2023*

Brand Social Media Manager *January 2019 – February 2021*

Lead social media strategy that empowers entrepreneurs to build and grow online using domains, website builder, marketing tools, and AI-powered solutions for small business

Developed and drove engagement strategy for GoDaddy's first Super Bowl campaign after an 8-year hiatus, resulting in the brand's first-ever Cannes Lions Awards win

Define brand voice and prepare common response guides with predicted scenarios and social language ahead of integrated marketing campaigns, celebrity partnerships, product launches, live events, influencer activations, and holidays

Build community management dashboards to discover opportunities and engage in 1:1 conversations with current and prospective customers

Set up and report on social listening with metrics that include total mentions, sentiment, and potential impressions, sharing insights on a monthly basis and following campaigns or company initiatives

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

Advise marketing teams for international regions, acquired brands, and partner programs while ensuring security measures for over 50 owned social media accounts across platforms

ELITE DAILY *New York, NY*

Senior Social Media Editor *December 2017 – January 2019*

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 *New York, NY*

Social Media Editor *September 2016 – December 2017*

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 *New York, NY*

Assistant Social Media Editor *June 2015 – September 2016*

Executed 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

SOCIAL MEDIA

Sprinklr Hootsuite
Socialflow Mailchimp
Sprout Sailthru
Emplefi Google Analytics
Dash Social NetBase
Buffer

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