

JAMIE DEUELL

Content Producer / Strategist

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📍 New York City

🌐 linkedin.com/in/jamiedeuell

SUMMARY

Experienced content producer and social media strategist with a track record for building workflows, developing impactful creative, engaging with online audiences, advocating for inclusion and diversity, and identifying best practices to expand communities and increase awareness and reach.

EDUCATION

B.A. Communication Arts and Creative Media;

Minor in Theater Arts

Marymount Manhattan College

📅 Graduated 2014

📍 New York, NY

SKILLS

Social Media Strategy

Content Development

Video Production

Adobe Premiere and Photoshop

Community Management

Audience Engagement

Copywriting and SEO

Insights, Data and Analytics

Creative Problem Solving

Building Relationships

Bolstering Team Spirit

EXPERIENCE

ONE MIND | Napa, CA (Remote)

Director, Digital Marketing and Social Impact

July 2023 - Present

- Developed data-driven content strategies to produce video and create compelling graphics on a wide range of mental health topics
- Managed daily execution of editorial calendar, overseeing content distribution, partnerships, and tentpole fundraising campaigns
- Supported cross-departmental collaboration by tracking, analyzing, and reporting on social analytics, engagement, and KPI's

XX ARTISTS (Media.Monks) | New York, NY

Associate Director, Social Media Marketing

March 2022 - July 2023

- Produced social media content for brand campaigns with Google, YouTube, Dreamworks, NBC, Ancestry, and Paramount+
- Advised clients on content production, KPIs, and best practices to improve viewership, engagement, and audience retention
- Spearheaded community management efforts and audience engagement tactics to increase brand loyalty

NOWTHIS NEWS (Vox Media) | New York, NY

Associate Director of Social Media (Promotion)

August 2021 - March 2022

- Devised strategies for content distribution and audience growth on Instagram, Facebook, Twitter, YouTube, Snapchat, and TikTok
- Created workflows for branded content and sponsored partnerships
- Managed a small team of Social Media Managers

Supervising Social Media Manager (Promotion)

September 2018 - August 2021

- Oversaw launch and content distribution for all original series
- Facilitated cross-team communication to meet tight deadlines
- Supervised and trained junior employees on all content verticals

Social Media Manager

May 2017 - September 2018

- Wrote copy for multiple social channels with unique audiences
- Reported trends to producers to improve content performance

FULLSCREEN (Warner Media) | New York, NY

Social Video Strategist (Promotion)

November 2015 - May 2017

- Produced original social video content and design assets for brands such as A+E Networks, HISTORY, Lifetime, and National Geographic
- Strengthened relationships with clients as main point of contact

Social Video Coordinator

March 2015 - November 2015

- Administered daily channel management and optimization
- Provided clients with weekly content performance reports