

# KEISHA STEPHEN-GITTENS

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Storyteller and content strategist with global experience. Over seven years in advertising, communications and AdTech/MarTech, executing multi-channel marketing campaigns locally and internationally.

## **EXPERIENCE:**

### **Content Marketing Manager, Lead Generation – LiveIntent, New York – 10/2016 – Present**

- **Content Strategy:** Develop content strategy and collaborate cross-functionally to create effective content to meet company's marketing and branding goals around four core pillars. Owner and editor of top-of-the-funnel marketing content including thought leadership, blog posts, videos, podcasts, white papers, emails, landing pages and big content; manage editorial calendar and freelance team of writers; responsible for weekly newsletter content targeted to over 22,000 subscribers, averaging open rates of 13% and 2-4% CTRs
- **Social Media and Advocacy:** Own strategy and manage social media channels to grow followers to match subscriber base and work with employees and leadership on advocacy best practices for promoting content on their owned channels
- **Blog UX:** Work with web developers and designers to redesign blog, conduct content audits, taxonomy and enhance readers' experience to encourage sharing of content
- **Measurement and Optimization:** A/B testing of email marketing campaigns and analysis of content performance across platforms

### **Consultant - Content, Social Media Strategy and Analytics – MWW Group, New York - 8/2016– 9/2016**

**Clients:** *Tidal, Deloitte, Taylor Morrison, Met-RX*

- **Content, Social Media and Analytics:** Conducted research to guide influencer strategy. Utilized comprehensive social media tools to develop content spotlights and measurement reports on engagement and performance for both organic and paid content across media platforms. Maintained editorial calendar and wrote engaging copy in brand tone and voice

### **Associate, Global Brand Communications – MRM//McCann, New York – 11/2014 – 05/2016**

- **Storyteller:** Researched and investigated case studies in offices across North America, South America and Asia Pacific to tell MRM-related client stories across external and internal platforms. Increased brand awareness and site visits by reporting/blogging on industry trends and managing live social media at conferences such as Ad Age Brand Summit LA, Ad Age Digital Conference, Advertising Week, CES, SXSW, Adobe Summit and Cannes Lions. Coordinated executive and client thought leadership initiatives
- **Content Manager:** Oversaw planning and content sourcing from multiple teams in 40+ worldwide offices; published and maintained internal agency site using CMS platform. Managed content workbooks and calendars. Developed content briefs for writers and creatives
- **Communications:** Developed communications plans and budgets; supported leadership's brand and positioning objectives. Designed agency's monthly email newsletter, edited and distributed. Ideated and wrote scripts for quarterly CEO videos and managed production. Wrote engaging executive communications for CEO, press releases, news pieces for internal and external sites; owned social media channels
- **Analytics and Reporting:** Retrieved website/blog/social media metrics, analyzed results and provided solutions and recommendations. Developed wrap-up reports and presentations for executive decision makers
- **Co-lead, site build and development:** Instrumental in research/planning, and content mapping of new agency site and external website content refresh. Worked with remote tech teams for maintenance and ongoing site development. Managed communications, promotional material and timeline for site launch

**Ad Account Management – LiveIntent, New York – 4/2014 – 11/2014 (Quickly promoted to Account Manager)**

**Clients: Finance, CPG, Retail, Publishing - JP Morgan Chase, Prudential, Farmers Affinity, Capital One, Macy's, Dell**

- Sales Collateral: Worked directly with sales team to develop marketing materials: client proposals, mock-ups and presentations for RFPs and upsell opportunities
- Client Services and Campaign Management: Managed day-to-day client relationships. Developed plans; managed and executed high budget branding and direct response email ad campaigns. Used Nielsen segments and other 3<sup>rd</sup> party data sources to effectively target campaigns. Explained technical specifications to clients via written client correspondence and conference calls. Generated daily campaign reports within LiveIntent's platform, Dart and Sizmek to ensure campaigns were performing
- Analytics and Insights: Provided direct response and branding clients with comprehensive end-of-campaign performance reports, analysis, insights and recommendations

**Digital Marketing Analyst (postgraduate program) – TVI, New York – 10/2013 – 1/2014**

**Clients: Food & Beverage Industry - TAO Downtown, The Waters Edge at Giovanni's**

- Content/Email Strategy and Copywriting: Analyzed email management issues and mailing lists and developed an effective strategy and content calendar to increase open and click through rates; wrote copy for email campaigns and blog
- Website and Marketing Audits: Conducted audits on website and mobile UX, branding, social media, content strategy and SEO for prospective client proposals and evaluated marketing problems
- Social Media Strategy and Community Management: Led an interactive mosaic campaign that incorporated influencers' images with outreach and promotion via owned social channels. Generated insights from social analytics tools for various clients, managed social media campaigns; community management
- Analytics: Conducted ongoing analytic reporting for food and beverage industry clientele; testing & optimization through A/B testing for email marketing campaigns and landing pages

**SEO Analyst Freelancer – Profero, New York - 01/2013 – 06/2013**

**Clients: Publishing, Hospitality, Beauty Industry - New York Times Talks, Smirnoff Vodka, Mohegan Sun, TRESemme'**

- Content Optimization, Keyword Research and Off Page SEO: Wrote/edited and optimized New York Times Talks YouTube videos and press releases for various brands to improve search visibility according to SEO best practices. Developed keyword strategy using Google AdWords

**Account Coordinator - McCann, Trinidad - 06/2009 – 11/2011**

**Clients: Energy/Oil & Gas, CPG, Telecommunications Industry - BP, Nestle, TSTT/bmobile**

- Account Management: Worked directly with clients from ideation to execution of advertising campaigns budgeted at over \$1MM; ensured that all projects and messaging were consistent and met goals
- Creative Ideation: Developed creative briefs per project and worked directly with creative team which resulted in winning several Gold and Silver Addy awards; managed experiential initiatives
- Project Management: Managed multiple projects, timelines, budgets and external contract negotiations

**EDUCATION:**

- 09, 2013      New York University, New York | **Master of Science - Integrated Marketing (specialization: Digital Marketing)**
- 09, 2007      University of the West Indies, Trinidad | **Bachelor of Arts - Communication Studies**

**APPLICATIONS:** WordPress, Contently, Google Analytics, Meltwater, Sprout, Sysomos, QuickSendIt, Sprinklr, Trackr, Jira, Facebook, Twitter, LinkedIn, Instagram.