

Whitney Teal

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INTERNATIONAL EXPERIENCE

Social Media Editor,
Bávaro Hostel
La República Dominicana
May 2014 to Aug. 2014

English Teacher
Paris, France
Jan. 2014 to May 2014

EDUCATION
Howard University
Washington, DC
Bachelor of Arts

SUMMARY

A conceptual, data-driven content strategist, Whitney leverages 10 years in the editorial industry to execute creative, visionary editorial strategies, utilizing social media, content marketing and email marketing.

EXPERIENCE

Content Manager, WeddingWire, Inc. {GayWeddings.com}

WeddingWire, Inc. is a technology startup for wedding industry vendors and engaged couples.

Washington, DC — Sept. 2015 to Present

Direct editorial vision for the same-sex wedding inspiration website: managing social and editorial calendar; soliciting and editing freelance submissions; report and research content ideas.

Grow site's audience with digital and event marketing efforts including email newsletters, social media and content marketing, paid social media and paid search, SEO, event marketing and sales integration.

Highlights

- Doubled average monthly social media engagement across all channels; grew Instagram followers by more than 100%.
- Brokered three content partnerships, resulting in 40% increase in referral traffic.
- Coordinated brand presence at two national trade shows.
- Expanded brand presence with customer appreciation event.

Senior Content Specialist, ACTIVE Network {VISTA Group}

ACTIVE is a SaaS technology provider for event and activity organizers like IRONMAN.

Dallas, TX — Jan. 2015 to Aug. 2015

Led B2B digital marketing efforts, which educated, engaged and compelled our customers and prospects. Supported lead generation and product marketing campaigns with social media, content strategy and email marketing, including writing paid search copy and drafting webinar copy.

Managed social media campaigns and daily posting on five channels across three social networks—LinkedIn, Facebook and Twitter.

Highlights

- Increased average daily social media impressions by 50 to 70% in three months.
- Drove APAC and EMEA brand awareness with region-specific campaigns
- Grew blog page views 118%; unique visitors 26%.
- Increased email subscribers by 300% in five months.

Editor, Patch.com [AOL/Huffington Post Media Group]

Patch was a media startup with 900 local news websites across the country.

Washington, DC — July 2010 to Oct. 2013

Launched a popular local news website, developing editorial and social media content strategy. Led a team of 12 digital journalists in organically growing the reach of the website and social channels. Managed digital community via website and social media, interacting with residents and leaders.

Highlights

- Organically grew social media reach to ~3K on Twitter, Facebook and Instagram.
- Website ranked among Top 20 news sites by local media.
- Crowd-sourced user-generated content (UGC) on Twitter, Facebook, Instagram and Flickr.

Assistant Editor, Sister 2 Sister magazine

Sister 2 Sister is a national women's lifestyle and entertainment magazine.

Washington, DC — Jan. 2009 to Aug. 2009

Restructured and relaunched lifestyle content for the national women's magazine, heading five sections. Integrally contributed to the launch of the magazine's website, consulting on content, social media and design.

Freelance Editor, Parents.com + Delish.com

Worked on a contract-basis with digital editorial teams of two national websites.

New York, NY — June 2008 to Dec. 2008

Researched, reported and wrote lifestyle features for two national websites within the magazine industry. Built Web tools like "Recipe Finder" for Delish.com and "Baby Name Finder" for Parents.com, working closely with product development and SEO teams.

ADDITIONAL EXPERIENCE

- **Marketing Intern**, Translation LLC, New York — Jan. 2008 to May 2008
- **Edit Intern**, *Capitol File*, *Essence* and *Heart & Soul* magazines— Jan. 2006 to May 2007
- **Intern**, "The Kojo Nnamdi Show," Washington, DC — Sept. 2004 to Jan. 2005

SKILLS

- Facebook, Instagram, Pinterest, Twitter, Snapchat
- Google Analytics, Omniture and Web traffic data
- Hootsuite, HubSpot, Sprinklr and social media management systems
- Wordpress, Drupal and custom content management systems (CMS)

