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WORK EXPERIENCE

Fleishman-Hillard, Digital (March 2010-Present)

MobileBehavior (Fleishman-Hillard) (September 2009-March 2010)

Developed social media and digital strategy to grow brand presence in the digital space
Integrated larger marketing campaigns into social media strategy
Created and managed content calendar for Facebook and Twitter
Coded Facebook fan pages, and troubleshooted Facebook errors
Worked with Facebook ad sales team
Gave art direction to ensure integration with overall marketing campaign
Managed and responded to community of customers and clients
Developed and pitched mobile marketing campaigns—iPhone apps, WAP sites, SMS, and QR campaigns
Ran a Brand Ambassador program to strengthen brand loyalty
Continued the development of a base of influencers to act as a buzz marketing team
Created viral marketing campaigns, and reached out to bloggers and social networks for promotion
Provided text to screen setup and ran SMS campaign at large events and music festivals

Results: Grew Facebook fan numbers significantly, increased the number of Brand Ambassadors participating in the program, and secured new business. See some of my work here:

<http://www.mobilebehavior.com/work/>

Marketing Coordinator, WNYC (Dec 2008-July 2009)

Designed and edited logos and ads
Created splash pages for newly launched live event space and pledge drives
Wrote copy for newsletter with thousands of subscribers
Created large PowerPoint presentations to be shown at events and to potential donors
Assisted in the creation of on-air promotional clips
Processed invoices and contracts, and helped secure budget-friendly contracts and deals
Proofed and printed promotional materials and brochures
Submitted projects for awards (Corporation for Public Broadcasting, My Source)
Worked at WNYC events and at The Jerome L. Greene Performance Space
Assisted on photoshoots
Worked with on-air promo scheduling and assisted in creation of promos
Transcribed tape for various marketing initiatives
Assisted upper level management with administrative duties
Results: Increased the number of donors, listeners, and event attendees, and helped launch The Jerome L. Greene Performance Space, a premier destination for culturally-inclined audiences to interact with show hosts, the community, and cultural leaders. We also won a number of awards for our My Source campaign.

Associate Producer and Researcher, *The Story with Dick Gordon* – NPR / WUNC (July 2007-Oct 2008)

Researched and pitched potential story ideas
Pre-interviewed and booked guests
Coordinated and set up studio time worldwide
Researched and provided background information on guests for host
Oversaw to-tape recording of interviews and performed tape syncs on-location
Edited tape for air and assisted in show packaging and wrote show script

Researched and gathered any needed information or tape for other producers and hosts
Maintained show's website at <http://www.thestory.org> and edited copy
Maintained show archives

Results: Produced, on average, 5 stories a week. All of my produced pieces can be found here:
<http://nettaproduces.blogspot.com/>

Marketing Coordinator, Syncfusion, Inc. (May 2005-July 2007)

Wrote press releases and content for website updates, developed technical whitepapers
Organized and executed trade show exhibitions—first was at largest developer conference in the world
Managed calendars for team members across company
Created and sent email blasts, wrote ad copy for digital and print
Coordinated ad campaigns, negotiated ad contracts for both digital and print, completed insertion orders
Maintained clipping system and developed a PR strategy

Results: Set up Syncfusion's marketing department, and helped to establish them as a leading competitor in the Microsoft .NET component industry.

Community Manager and Administrator, AT Media (June 2000-March 2007)

Participated in the community by posting content regularly
Introduced new members to the community and made them feel welcome
Approved new accounts and guarded against spammers
Fostered a sense of community and encouraged members to interact
Provided leadership and moderated community discussions to ensure a positive environment
Responded to any community concerns in a timely and succinct manner

Results: Managed several communities, some with thousands of members.

SPECIAL SKILLS, EDUCATION, ETC.

Computer Skills: Mac and Windows, Microsoft Office, Lexis/Nexis, Dreamweaver, QuickBooks, Illustrator, Photoshop, OnTime, Adobe Audition, Final Cut, ProTools, web design, HTML, FBML, CSS, content management, SEO optimization, community management, etc.

Social Media: Almost 2000 followers on Twitter, and active participant in the NY social media community

Twestival: Helped generate more than \$250,000 for charity in a 24-hour period by helping to organize NYC Twestival. Went on to coordinate Twestival Local, and raised thousands of dollars for a local charity.

Video for PBS *Frontline* documenting NYC Twestival: <http://bit.ly/5ZpCkz>

Social Media Week: Volunteered to assist during SMW, and actively helped with several panels to launch mobile campaigns.

SoundCTRL Board Member: SoundCTRL is an event series hosted by New Universal Entertainment Agency (NUE:A). Worked with SoundCTRL to make their events more interactive, mobile and social.

Pleased Productions: I've run a successful freelance business for several years, and taught many people how best to utilize social media to create a strong online presence for themselves.

Speaking Engagements:

New York Women in Communications Foundation 2009 Student Communications Career Conference Digital, Social, and Mobile Media (November 2009)
Rutgers University Chapter of the Association for Women in Communication (March 2010)

Education: **Dean's List, Wake Forest University** (Graduated May 2005) BA in History, Journalism, and International Studies

Business Management Program, WFU, Calloway School of Business and Accountancy (May 2004 - July 2004)