

KATHRYN GREENBAUM

SOCIAL MEDIA ACE



INFO

Name

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SOCIAL MEDIA

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 www.kathryngreenbaum.com

 www.vimeo.com/kgreenbaum

 [kat.greenbaum](https://www.instagram.com/kat.greenbaum)

PROFILE

Working in an assortment of media environments, I have used my life-long passion for images and film to develop skills ranging from social media and production to creative direction. This wide array of tools and experiences provides me with the advantage of attacking projects from an interdisciplinary perspective.

EDUCATION

2008-2011

PHOTOGRAPHY / BFA with Honors

New York University
Tisch School of the Arts

2007-2008

LIBERAL ARTS / BA CANDIDATE

Sarah Lawrence College

CAPABILITIES / SKILLS

Professional Skills

Photography
Videography
Adobe Creative Suite
AVID
Hootsuite
Google Analytics
Crimson Hexagon
Conversational French

Life Skills

Amateur Muay Thai Fighter
Expert Skier
Hip Hop DJ
Capable Conversationalist
Proficient Parallel Parker
Literature Obsessive
Motorcycle Enthusiast

WORK EXPERIENCE

2016 - 2017

Freelance Production Assistant

 Los Angeles

- Provide pre-production and on-set production support for commercial shoots for various clients (Apple, Samsung, Farmers Insurance, Nike, Beyoncé, Adidas, H&R Block, Miu Miu, Porsche, Nissan)
- Assist producers, production supervisors, and production crew on set by ensuring travel coordination, payroll, and catering services are completed on time.
- Maintain top-tier production service by anticipating obstacles and addressing them with clients and ad agencies with timely communication and feedback.

2015 - 2016

Client Services Coord. / BLK BX Creative

 Los Angeles

- Assisted the head of client services with RFPs, pitches, SOWs and creative concepts.
- Conducted social media auditing of client properties as well as competitors to formulate social strategies, gain insight and gather analytics data for long term benchmarking.
- Managed social media for client properties, and page moderation to drive traffic and increase fan engagement.
- Utilized automation and optimization tools including Hootsuite, Crimson Hexagon and Google Analytics to formulate strategic roadmaps based on data gathered and ensure optimized content across all platforms.
- Conceptualized, conducted and audited an influencer campaign for Warner Bros Scooby Doo property, to engage key demographics and increase visibility.

2012 - 2013

Screen Capture Artist / Rockstar Games

 New York

- Created and captured digital marketing assets from in-game play for award winning games including Max Payne 3 and Grand Theft Auto V for use in all marketing including web, print, social and packaging.
- Aided in establishing the aesthetic for all marketing materials by adhering to brand style principles and guidelines.
- Utilized concepts from other successful marketing media across the entertainment spectrum to create content that upped fan engagement across all channels.
- Worked in concert with the marketing department on all campaigns.