

KATE NEARY



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KATENEARY.COM



GREENWICH, CT

PROFESSIONAL PROFILE

Driven and passionate marketer with over ten years international experience in creative content, marketing and branding strategy, editorial and copywriting, specializing in social media and digital.

Visit kateneary.com for full portfolio of skills and examples of work.

EXPERIENCE

MARKETING MANAGER (MATERNITY COVER)

Forevermark US Inc. / Stamford, CT / March 2016 - Present

Managing all consumer-facing marketing activities for US market, including social media, digital, website, media planning, CRM and content development.

SOCIAL MEDIA MANAGER

Bulova / New York, NY / January 2015 - March 2016

Brought social program in-house. Managed all content creation, strategy, partnerships and brand voice development across social channels for Bulova, Caravelle New York and Wittnauer brands, to support overall brand/product messaging for increased awareness and consumer engagement.

EDITOR/SOCIAL & DIGITAL CONTENT MANAGER

GUESS Watches / Norwalk, CT / June 2013 - January 2015

Worked with marketing and product teams to create strong content and capitalize on campaigns, including development of a Telly Award-winning video series. Managed content creation with internal and external teams, including curated network of over 60 international bloggers. Managed all aspects of GUESS Watches social media comprised of over 4 million Facebook fans.

FREELANCE SOCIAL MEDIA STRATEGIST & CONTENT CREATOR

May 2011 - Present

Developing strategies and content for clients, including Birchbox, Edelman Leather, Victorinox Swiss Army, knitwear innovators The Third Piece, CFDA-celebrated design duo Ruffian, and director/photographer Daniela Federici.

EDUCATION

FASHION MARKETING, AAS

Parsons: The New School
2011-2012

MUSIC BUSINESS, BA

Dickinson College
2001-2005

SKILLS

>>PROFESSIONAL

- Brand & Marketing Strategy
- Content Strategy & Creation
- Social Media Audits
- Media Planning (Digital, Social, Out of Home, Print)
- Influencer & Blogger Management
- Customer Relationship Management (CRM)
- Copywriting & Tone of Voice Development
- Cross-Functional Collaboration
- Partnership Growth
- Event Management
- Material Design
- Budgeting Planning & Forecasting

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EXPERIENCE (CONTINUED)

MARKETING MANAGER

Institute of Contemporary Music Performance / London, England / January 2009 - July 2011

Managed all aspects of marketing for modern music school, including online and offline activities, copywriting and editing, content creation, design work, and all internal & external events.

MEMBERSHIP MANAGER

Dex Club / London, England / June 2008 - November 2008

Created and managed online and offline marketing efforts, including focus on defining consumer-facing brand identity. Implemented through email newsletters, promotional activity and online presence, as well as full event management.

DIGITAL MARKETING MANAGER

Virtual Universe Ltd. / London, England / November 2005 - June 2008

Managed branding/marketing for consumer-based social-networking websites, including fashion-forecasting agency, Trendstop.

REFERENCES



CHRIS NAPOLITANO
VP, CREATIVE DIRECTOR
Bulova

Contact details upon request



TARRA DEL CHIARO
MARKETING MANAGER
Formerly GUESS Watches

Contact details upon request



SONIA BAGHDADY
PRODUCER
LUSHPOP

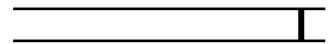


COLBY SHERGALIS
VP, MARKETING/COMMS
Forevermark US Inc.

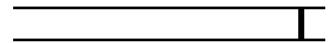
SKILLS

>>TECHNICAL

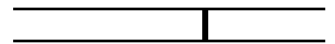
Microsoft Office



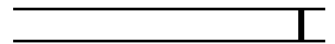
Mac & PC Operating



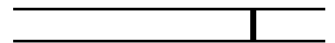
Adobe Creative Suite



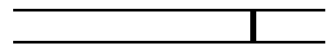
Social Media Platforms



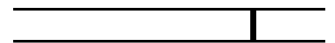
Wordpress/Squarespace



Content Management Systems



Google Analytics



EXTRA

>>DIGITAL MARKETING TRAINING (MusicAllly)

>>BLOGSHOP ATTENDEE

>>INTRODUCTION TO DIGITAL DESIGN (Chelsea College of Art & Design)

>>PERSONAL STYLING SHORT COURSE (Central St. Martins)