

MICHAELCHIEM

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Social: @michaelchiem

Background: Integrated advertising professional with an edge in social media management, media planning, and strategy open to roles in developing social strategy and leading community management for brands.

EXPERIENCE

- Senior Social Media Manager & Social Strategist**
Laundry Service
Sept 2020 – Present
- Client: Amazon Luna (cloud gaming and streaming)
 - Key stakeholder in brand social development & launch for Luna, Amazon's new gaming platform
 - Provide strategic POVs on content rollout, influencer programs, and platform optimizations
 - Conduct in-depth social research to provide community insights that inform go-to-market strategy, identify proactive opportunities, upcoming influencers, and emerging social trends
- Freelance Social Strategist**
Freelance
March 2020 – Present
- Consulting with FARMUSE agency and workwear brand, Red Kap, to bring their campaign to life on social and celebrating their core audience of frontline workers during COVID-19
 - Consulting on social media projects and leading community management for brands
- Senior Social Media Manager & Social Strategist**
The Many (Formerly Mistress)
Pacific Palisades, CA
Dec 2018 – March 2020
- Clients: FX Networks, QDOBA, Ubisoft, Merriam-Webster
 - Lead tactical briefings to develop monthly batch social content for clients like QDOBA, Ubisoft and FX Networks and ensure all content is within brand guidelines and on strategy
 - Lead social war rooms during activations, stunts, and live-tweeting
 - Uncovered audience and competitive research for quick turnaround new biz social pitches
 - Helped build agency marketing and PR department as a communications PR specialist which resulted in 137 total press hits, 61 unique stories, 2 events, 5 print, 1 podcast in under a year
- Social Community Manager**
The Many (Formerly Mistress)
Santa Monica, CA
Dec 2016 – Dec 2018
- Clients: STARZ Network, IMAX, IMAX VR, Brown-Forman, DirecTV, Level-5 Abby, Koskenkorva Vodka, Spindrift, Sambazon Açai, SmartyPants Vitamins, GiveTheTalk
 - Identified audience insights and social activation opportunities through effective social listening, moments planning, and cultural moments
 - Published content on brand social channels and create insight-fueled reporting to apply learnings and optimize creative messaging
 - Crafted unique brand TOV and engaged with millions of fans across entertainment, QSR, alcoholic beverage, and gaming verticals
- Media Planner**
RPA Advertising
Santa Monica, CA
Sept 2015 – Aug 2016
- Developed and executed La-Z-Boy's digital video campaigns for national and local markets
 - Generated reporting and provided actionable optimizations and insights based on media performance and KPIs
 - Built vendor relations and optimized partnerships to achieve enhanced performance

SKILLS & EDUCATION

INTERESTS & AWARDS

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| Social Tools | Sprinklr, Crimson Hexagon, Facebook Business Insights, GIPHY, Falcon.io, Sprout Social, Hootsuite, Tweetdeck, Brandwatch, Later, Buffer, Bitly | Interests | KPOP, YouTube influencers, pop-culture, startups and emerging platforms, teen slang |
| Software & Research Tool | Google Suite, Keynote, ComScore, Wonder, Squarespace, Wordpress, Working knowledge in Adobe Photoshop, Illustrator, InDesign, and a DSLR camera | Awards | 9 Shorty Awards, 2 Webby Awards, 3 PromaxBDA, One Show shortlist |
| Cal State Los Angeles
<i>Class of 2015</i> | – B.A. Business Administration, Marketing Management
– Certified in Social Media Marketing | | |