

Britney Fitzgerald

Writer, Strategist, and Community Manager

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PROFESSIONAL EXPERIENCE

The Martin Agency

Community Manager – 2016 to Present – New York, NY

- Manage and publish social media posts for an international food brand
- Measure the success of social outreach via GA, Facebook Insights, Twitter Analytics, Sprout, Crimson Hexagon, Social Bakers, and Hyfn8 reports
- Create dark ads and promoted posts on Facebook and Instagram
- Foster a strong digital community by responding to customers in real time
- Increase followers and engagement rates on Facebook and Instagram
- Assist the UX Strategy team in creating monthly social briefs for creative teams
- Pitch innovative content to the clients on a monthly basis

Backstage magazine

Community Manager – 2014 to 2016 – New York, NY

- Posted 350+ social media messages each week for *Backstage* and Sonicbids.com
- Measured the success of social outreach via Excel reports, Google Analytics, and Facebook Insights
- Created daily ads in Facebook's Power Editor and Ad Manager
- Grew *Backstage's* Instagram following from 3K to 25K+ in one year
- Constantly brainstormed social media tests (i.e. Periscopes, Facebook Lives, geo-targeting, etc.)
- Managed one full-time employee and a team of interns

KIWI magazine

Web Editor – 2013 to 2014 – New York, NY

- Managed social media, including Facebook, Twitter, Pinterest, and Instagram
- Implemented fresh social media ideas for *KIWI*, including Google Hangouts and Twitter Q&As
- Organized and edited new content on *KIWI's* website
- Contributed articles to *KIWI* magazine and kiwimagonline.com
- Managed and edited multiple weekly e-blasts to subscribers

The Huffington Post

Editorial Fellow, Tech Vertical – 2012 to 2013 – New York, NY

- Wrote 2 to 3 articles a day under tight deadlines and promoted on social media
- Pitched at least 6 story ideas daily and interviewed prominent "techies"
- Learned SEO, worked with Moveable Type, and gained further knowledge in editing and social media
- Communicated constantly with editors working both in-house and remotely

Parents magazine

Editorial Assistant – 2011 to 2012 – New York, NY

- Wrote articles, captions, cover lines, and posts for the "Goodyblog"
- Checked links and made corrections on iPad, Galaxy, and Nook devices
- Managed magazine lineups for both print and tablet editions with File Maker Pro

For full work history, visit [linkedin.com/in/britney-fitzgerald](https://www.linkedin.com/in/britney-fitzgerald)

SKILLS

Social copywriting

Community management

Facebook, Instagram, Pinterest, YouTube & Twitter content creation

Sprout Social

Hootsuite

Facebook & Instagram Insights

Facebook Power Editor & Ad Manager

Squarespace, Blogger & Wordpress

Facebook Live management

Magazine editing

Public speaking

Strategic briefs

Following social trends through Crimson Hexagon & Bottlenose

Pitching content to clients or creative teams

Award show social coverage

HIGHLIGHTS

Eight years' experience as a writer and editor, with articles published in the following: *Brit+Co.com*, *Backstage.com*, *KIWI* magazine, *The Huffington Post*, *The Daily Press*, *Parents* magazine, *Limelight Arts* magazine and Dublin's *Lifetimes* newspaper

Five years' experience running the social media platforms of multiple brands

EDUCATION

Master of Science in Publishing

Pace University, New York, NY

Bachelor of Arts in Communications

with minors in Journalism and Sociology, Christopher Newport University, Newport News, VA