

# Britney Fitzgerald

Writer, Web Editor, and Community Manager

804.338.4645

britney.fitzgerald@gmail.com

Instagram/Twitter: @bittyfitz

[www.britney-fitzgerald.com](http://www.britney-fitzgerald.com)

## 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