

Heidi Meyers

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WORK EXPERIENCE

Digital Marketing & Social Manager

NOVEMBER 2019 - PRESENT

- Craft organic and paid social strategy for multiple brands and shows across linear, subscription and SVOD initiatives.
- Ideate and execute AMC+ social acquisition campaigns, including KPI reporting, creative sourcing and copywriting.
- Manage collaboration with agencies, talent, publishers, and media partners to maximize digital reach
- Extensive community management of ten accounts with distinct brand voice
- Crafted and executed social presence and brand identity for AMC+, a new D2C acquisition product in a saturated market

Senior Yield Management Analyst - WebMD — NY, NY

AUGUST 2019 - NOVEMBER 2019

- Translate client goals into social, CRM, and SEM campaigns, including optimization across platforms and client-facing reporting
- Manage external partnerships with yield partners across social, CRM and SEM, negotiating support of 11MM in potential revenue
- Developed new yield KPI reports adopted by multiple departments

Paid Social Strategist / Inventory Analyst FEBRUARY 2018 - AUGUST 2019

- Generated 8% increase in YoY company gross revenue by transforming client requests into 500+ campaign strategies with a 9MM budget
- Forecast, budget, and execute intricate paid social media campaigns for B2C and B2B initiatives

Digital & Social Media Coordinator - HBO — NY, NY

JUNE 2017 - DECEMBER 2017

- Negotiated paid and organic brand social support of HBO entities and social channels, including analytics reporting, KPI analysis, and all copywriting
- Spearheaded first-to-market product with Snapchat, reaching over 190MM

Marketing Coordinator - Digiday — NY, NY

SEPTEMBER 2016 - JUNE 2017

- Designed, created and executed all promotional social and email campaigns for all Digiday verticals increasing social media audience by 37% and customer acquisition by 22%

EDUCATION

Dartmouth College

BA, *Neuroscience*, 2015

CERTIFICATIONS

Google Analytics
Google Ads Search
Google Ads Display
Google Ads Certification
(Brainstation)

PROFICIENCIES

Google Analytics
Google Ads / SEM
Omniture
Tableau
Adobe Creative Suite
Facebook Creator Studio
Twitter Media Studio
Twitter Analytics
Instagram Business
ListenFirst
Wordpress
Crimson Hexagon
Crowdtangle
Microsoft Office Suite
Google Drive Suite