

# Kirsten Agnello-Dean

SOCIAL MEDIA STRATEGIST  
CREATIVE COPYWRITER

## ABOUT ME

Chicagoland-based Social Media Professional, Copywriter, and passionate defender of the Oxford comma since 2009.

All things social is my jam – classic channel strategy, engaging content, contests, and customer-centric boosted posts.

Hubspot social media, inbound, email, and content marketing certified.

## CONTACT

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## SKILLS

Social Media	██████████
Copywriting	██████████
SEO	██████████
Inbound Marketing	██████████
Sprout Social	██████████
SocialBakers	██████████
Hubspot	██████████
Buffer	██████████

## AWARDS

- Digital Megaphone: Top Women in Digital Marketing (2019)
- Webby Award Nominee (Artisan Talent 2018)

## EDUCATION

BFA, Millikin University

## EXPERIENCE

### SOCIAL MEDIA MANAGER

#### Upwork (2019 – Present)

- Manage organic social editorial calendar/create content for Facebook, Twitter, LinkedIn, Instagram, YouTube. (Average 350 posts/month)
- Provide go-to-market strategy for cross-functional campaigns, set goals, report analytics, and continually increase engagement rates
- Run employee advocacy program through Dynamic Signal providing content, membership management, newsletters, and monthly rewards

### SOCIAL MEDIA MANAGER

#### Artisan Talent (2014 – 2019)

- Controlled social/digital content calendar for Facebook, Twitter, LinkedIn, Instagram, Pinterest, Glassdoor
- Continual 62% average year-over-year follower increase on Instagram
- Oversaw team of freelance creatives to execute creation of blog posts, webpages, marketing materials, and whitepapers

### AGENCY COPYWRITER (Contract)

#### Liquid Thread, a division of Starcom Mediavest Group (2014 – 2016)

Clients included Honda Stage, Lego Duplo, Samsung, Beam Suntory, StubHub

- Created smart, engaging social copy, ad copy, and blog posts
- Wrote new 12-page website copy and adjoining banner ads/social posts for China Eastern Airlines new route
- Produced copy for Samsung 2015 Lookbook, Local Honda print ads

### SOCIAL MEDIA STRATEGIST & CREATIVE COPYWRITER (Contract)

#### Blue Chip Marketing Worldwide (2011 – 2015)

Clients included Real Techniques and EcoTools

- Wrote daily social content for two worldwide beauty brands
- Cultivated creative copy for web, email, print ads, video scripts, etc.
- Managed blog scheduling and copywriting 2011-2014, summer 2015

## OTHER PROJECTS

### Copywriter

Becker Professional Education (2018)  
RxEDGE Pharmacy Networks (2018)  
Ounce of Prevention Fund (2016)  
Edelman (New Business Pitches) (2015)

### Consultant/Brand Strategist

Hangar 12 (Saputo Brands) (2018)  
MyZone Moves (2015-2016)  
Leaping Carp Gallery (2017)  
Outerwall (Redbox Parent Co.) (2014)

### Pro-Bono Social Media

Chicago Design Museum (2015-2018)  
Calhoun County Genealogical Society (2017)

Montrose Dog Beach (2013-2015)  
South Loop Dog PAC (2011-2013)