

Kirsten Agnello-Dean

SOCIAL MEDIA STRATEGIST
CREATIVE COPYWRITER

ABOUT ME

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

All things social is my jam – from classic channel strategy, engaging content, sponsored posts, to new updates like countdown stickers in Instagram Stories.

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

CONTACT

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SKILLS

Social Media	██████████
SEO	██████████
Copywriting	██████████
Inbound Marketing	██████████
Hootsuite	██████████
Mail Chimp	██████████
Hubspot	██████████
Basecamp	██████████

MORE SKILLS

Organization	██████████
Team Work	██████████
Creativity	██████████
Multi-Tasking	██████████

EDUCATION

BFA, Millikin University

EXPERIENCE

SOCIAL MEDIA MANAGER

Artisan Talent (2014 – Present)

- Manage, create, and curate content for LinkedIn, Twitter, Instagram, Facebook, Glassdoor, YouTube – an avg. of 60 pieces of content each week – set goals, track and report corresponding analytics
- Control digital editorial/content calendar, project manage and write blog posts, marketing materials, content offers, and c-suite articles
- Work with team of creatives/internal stakeholders on key initiatives involving B2B branding, employee engagement, and personal branding
- Continual 62% average year-over-year follower increase on Instagram since launch in 2016, current 45% engagement lift in 2018
- Increased Twitter engagement from 1.2% to 5.6% in 1st six months

SOCIAL MEDIA MANAGER (Contract)

MyZone Moves (2015 – 2016)

- Produced content for Twitter, Facebook, LinkedIn, and Instagram
- Hired and managed Community Manager, oversaw agency transition
- Increased Twitter engagement 5%, Facebook eng. 11% in 1st month

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 and advertising campaigns
- Executed and wrote new 12-page website copy and adjoining banner ads/social media 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 Beauty Brands

- Wrote daily social content for 2 worldwide Brands (300K + likes each)
- Cultivated creative copy for web, email, print ads, video scripts, etc.
- Managed blog scheduling and copywriting 2011-2014, summer 2015
- Community managed Twitter and Facebook accounts during Twitter parties and ad-hoc as needed

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)
RxEDGE Pharmacy Networks (2018)
Leaping Carp Gallery (2017)
Outerwall (Redbox Parent Co.) (2014)

Pro-Bono Social Media

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

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