

Linnae Medeiros

862-251-3264 • linnaemedeiros@gmail.com • @LinnaeMedeiros • www.linnaemedeiros.com

SKILLS

CONTENT CREATION
PROJECT MANAGEMENT
BRAND STRATEGY
COPYWRITING
ON-SITE EVENT COVERAGE
INFLUENCER MARKETING
CLIENT RELATIONS
TEAM LEADERSHIP
COMMUNITY MANAGEMENT
PLANNING & ORGANIZATION

PROGRAMS

ADOBE CREATIVE SUITE
MICROSOFT OFFICE SUITE
SPROUT SOCIAL
CANVA
MONDAY.COM
AIRTABLE
GOOGLE ANALYTICS

EDUCATION

FORDHAM UNIVERSITY 2018
B.A.: NEW MEDIA & DIGITAL DESIGN

ACCOLADES

TEDXBROADWAY 2020
YOUNG PROFESSIONALS PROGRAM

PROFILE

New York-based social media professional & producer helping to bridge the gap between fans and the theatre industry. Through content creation and brand strategy, I have helped over 30 productions & brands find their voice in the digital sphere.

EXPERIENCE

The Social Team, Community Engagement Specialist 2024 - Present

- Crafted unique & creative responses through inbound and outbound community management in each client's particular voice
- Monitored audience feedback and trends, offering strategy suggestions based on what I saw worked well for others, as well as what worked well with our audience
- Coordinated native social media posting, working closely with strategy department to ensure that all assets are ready with the correct copy, captions, and alt text

The Tony Awards, Social Media Coordinator 2023 - 2024

- Planned and wrote social posts for all platforms, maintaining the company's content calendar to create a smooth posting process
- Worked closely with project managers and graphic designers to brainstorm and execute posts in a timely manner
- Collaborated with agencies and partners to coordinate and execute Instagram takeovers and collab posts on social

Broadway Cares, Social Media Contributor 2021 - 2022

- Conceived posts for upcoming social campaigns with the communications team
- Executed community management on Facebook and analyzed post performance to provide recommendations on best practices moving forward

Celebrate Asian Joy, Social Media Manager 2021 - 2022

- Conceived posts for upcoming social campaigns with the communications team
- Executed community management on Facebook and analyzed post performance to provide recommendations on best practices moving forward

Broadway For Biden, Social Media Manager 2020 - 2021

- Collaborated with the marketing and design teams to brainstorm and execute social campaigns, including a successful influencer grassroots campaign
- Coordinated internal and external logistics, managing calendars and ensuring that content was delivered in a timely manner for approval and posting deadlines

BroadwayWorld, Social Media Manager 2019 - 2020

- Brainstormed & developed evergreen content strategy, creating assets including social graphics, short-form videos, & Instagram Story filters
- Conceived, researched & wrote original articles on topical subjects within the industry
- Organized collaborations with agencies, including social takeovers & ticket giveaways
- Provided on-site coverage of press events and openings, creating and posting content in real time throughout