

Linnae Medeiros

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SKILLS

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

PROGRAMS

ADOBE CREATIVE SUITE
MICROSOFT OFFICE SUITE
HOOTSUITE
CANVA
SPROUT SOCIAL
GOOGLE ANALYTICS

EDUCATION

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

NEW YORK UNIVERSITY 2021
CERTIFICATE: PERFORMING ARTS
INDUSTRY ESSENTIALS

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 25 productions & brands find their voice in the digital sphere.

EXPERIENCE

The Tony Awards, Social Media Coordinator March 2023 - Present

- Planned and wrote social posts for all platforms, maintaining the company's content calendar to maintain a smooth posting process
- Worked closely with project managers and graphic designers to brainstorm and execute posts in a timely manner
- Conducted in-person content creation across all social platforms

Feinstein's/54 Below, Concert Producer June 2018 - Present

- Conceived & pitched shows to the venue, coordinating talent and acting as a liaison between performers and the musical director
- Coordinated rehearsal schedules & set lists, providing direction for each number
- Created & distributed press releases and promotional social graphics

Broadway Cares, Social Media Contributor January 2021 - October 2021

- 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

Bringing You Broadway, Social Media Manager October 2020 - January 2022

- Developed social strategy and day-to-day practices with the co-founders & executive director, creating assets for both the company's social and actors' personal socials
- Provided on-site content creation for outreach performances and fundraising concerts

Broadway For Biden, Social Media Manager July 2020 - January 2021

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

BroadwayWorld, Social Media Manager January 2019 - February 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
- Developed & executed on-site social coverage at press events and opening nights

Marathon Digital, Social Media Contractor January - December 2018

- Created copy, video, & graphics for clients' social accounts
- Engaged with fans through community management across all platforms
- Aided in video shoots & live coverage at events including BroadwayCon & openings