

# 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  
•  
COMMUNITY MANAGEMENT  
•  
PLANNING & ORGANIZATION

## PROGRAMS

ADOBE CREATIVE SUITE  
•  
MICROSOFT OFFICE SUITE  
•  
HOOTSUITE  
•  
SPROUT SOCIAL  
•  
FINAL CUT PRO  
•  
GOOGLE ANALYTICS

## EDUCATION

FORDHAM UNIVERSITY 2018

B.A.: NEW MEDIA & DIGITAL DESIGN

## 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

### **Broadway For Biden, Social Media Manager** July - November 2020

- 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

### **Feinstein's/54 Below, Concert Producer** June 2018 - February 2020

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

### **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 & wrote original articles on topical subjects within the industry
- Organized with collaborations agencies, including social takeovers & ticket giveaways
- Developed & executed on-site content creation at press events and opening nights

### **YesBroadway, Social Media Contributor** February - December 2018

- Gathered & edited on-site social content during opening nights & award ceremonies
- Co-hosted the company's theatre news podcast, developing topical discussion points

### **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

### **AKA NYC, Digital Intern** August - December 2017

- Wrote social & newsletter copy for clients
- Conducted research for social campaigns for current clients & upcoming productions
- Updated clients' website copy and visual content using WordPress

### **The Broadway League, Digital Intern** August - December 2016

- Wrote social media copy for The League, Viva Broadway and BwayZone
- Aggregated social media content for BwayZone's Photo Roundup
- Collected and analyzed analytical data for all of the League websites