

DARREN NESBITT

917-244-0633

DarrenCNesbitt@gmail.com

[Linkedin.com/in/DarrenNesbitt](https://www.linkedin.com/in/DarrenNesbitt)

EXPERIENCE

Senior Social Media Strategist, KnowNesbitt.com

New York, NY, Nov '15 - '22

[Barbarian](#) Sep '21 - Present

- **Senior Social Media strategy and planning; American Express, Samsung Mobile US, JBL Audio**
 - Brief creative teams on always-on social and campaign content

[VaynerMedia](#) '19-'21

- **Post-Creative Strategy and insights**
 - Define process and priorities for engagement with followers reacting to organic content published to Facebook, Twitter and Instagram
 - Analyze metrics and present findings that inform optimization of influencer programs, creative assets, and on-going content series.

[Anomaly](#) '17-'18

- **Content planning and management of Facebook Watch Shows; Tom Vs. Time, Returning The Favor, Win This House and Extra Innings with Bill Murray**
 - Executed promotional campaign strategies to increase awareness and drive viewership of multiple Facebook Watch series
 - Trafficked all assets through creation, approval and publishing using Facebook Creative Hub and other collaborative tools

[Edelman Digital](#) '16-'17

- **Strategist for Comcast Xfinity, iRobot (Roomba) and eBay social media**
 - Briefed creative teams on always-on social and campaign content
 - Integrated new strategies and tactics for content creation
 - Informed channel strategies for campaigns and activations

[Marina Maher](#) '15-'16

- **Supported Always-on social for P&G's Head & Shoulders and Covergirl**
 - Led two community managers in execution of social activations and always-on engagement
 - Integrated new strategies and tactics for content creation, scheduling and engagement for quarterly calendars. Such as dynamic video/gif content and collaborative calendar layouts
 - Provided strategic consultation and insights to inform the 2016 NFL campaign tactics

[Droga5](#) '14-'15

- **Always-on social storytelling and tentpole activations for Honey Maid, Belvita and Smartwater**
 - Researched, wrote and conducted creative briefings for monthly and quarterly content
 - Led community manager in the execution of all social initiatives including campaign activations, always on content and community management
 - Supported lead strategist in developing client-facing deliverables such as quarterly strategies and point-of-view presentations on emerging practices
 - Monitored the social landscape and respective industries of each brand for opportunities that added value to their presence across Facebook, Twitter, Instagram, Pinterest and Tumblr

EDUCATION

- General Assembly, New York - Web Development Immersive Fellow; January 2018
 - Languages and Frameworks: HTML, CSS, Javascript, Express.js, Node.js, Ruby on Rails, SQL, React JS
- University of Missouri, St. Louis, MO - Bachelor of Arts Degree, Communications; May 2011