



Marisa Russell

Social Media and Digital Content Expert

marisanrussell@gmail.com

Social Media Experience

Johns Hopkins Bloomberg School of Public Health

Baltimore, M.D.

Social Media Specialist

January 2017 - Present

- Manage the day-to-day operations of the Bloomberg School of Public Health's flagship social media accounts, including Facebook, Twitter, YouTube, Instagram and LinkedIn
- Monitor all comments, create and schedule posts and stay up-to-date on industry trends and news
- Pitch and produce features on various programs, students, departments and centers within the school for JHSPH's Instagram account including Instagram stories
- Develop new social media programming and implement strategies for emerging social media networks like Instagram, Snapchat and various mobile messaging apps

Masthead Media Company

New York, N.Y.

Freelance Social Media Manager

September 2015 - April 2017

- Managed, created and scheduled all content on Facebook, Twitter and LinkedIn and compiled a monthly metrics report and analysis to set goals and increase overall engagement
- Started social media campaigns such as #MastheadMonday and #ContentMarketing Friday to engage followers
- Utilized Mail Chimp and HTML skills to design, create and send the company's first quarterly newsletter

CNN

New York, N.Y.

Social TV Intern

September - December 2016

- Identified the best on-air moments and transformed them into content for social media and CNN.com
- Conducted weekly analytics for New Day's social media and compiled a thorough and forward-thinking report
- Wrote and pitched compelling posts for all of New Day, Newsroom and Anderson Cooper's social media accounts

Ronald McDonald House Charities

Portland, O.R.

Communications Intern

May - August 2016

- Researched, discussed and developed a corporate sponsorship plan for social media to attract more followers and fundraise
- Drafted and posted updates to Facebook, Twitter and Instagram with the goal of increasing engagement and brand awareness
- Wrote and copyedited newsletters, email appeals and other literature for the RMHC of Oregon and SW Washington brand

Education

Syracuse University

Syracuse, N.Y.

M.S. Public Relations

Expected March 2018

GPA: 3.95

Hofstra University

Hempstead, N.Y.

B.A. Journalism

Dec 2016

Magna Cum Laude

Social Media



www.marisanrussell.com



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



[@mnicolerussell](https://twitter.com/mnicolerussell)