

NAOMI SHIBLES



SKILLS

Adobe Creative Suite – social media strategies – digital engagement analysis – editorial acumen

EXPERIENCE

Director of Client Services, Vital Business Media, New York, N.Y. | August 2012 – Present

- Create and deploy daily, weekly, and bimonthly e-newsletters for eMedia Vitals and its partners
- Compile statistics/leads and send benchmarking analysis reports to clients monthly
- Manage digital advertising trafficking and optimization
- Develop, recommend, and execute audience and social media marketing campaigns, including competitive analyses and consultation

eHealth Content Manager, Montefiore Medical Center, New York, N.Y. | September 2011 – August 2012

- Led all content aspects of the Montefiore.org relaunch, including finalizing the information architecture, and the creation and editing of more than 1,500 pages of content
- Developed and implemented a cross-platform content strategy to elevate the medical center's profile to its array of audiences through social media, website, and mobile solutions
- Spearheaded a three-year partnership with an enterprise social network in order to improve communication for all 18,000 Montefiore associates
- Managed a team of five full-time and freelance content creators

Content Project Manager, eMedia Vitals, New York, N.Y. | October 2009 – June 2011

- Recruited and managed domestic and international content contributors
- Managed social media and custom content campaigns
- Contributed unique digital content
- Launched Twitter presence and grew it to 2,000 followers
- Created and managed a Facebook contest to promote engagement and website traffic

Freelance Web Editor, Jobson Publishing, New York, N.Y. | March 2009 – January 2011

- Contributed unique content to and managed award-winning website
- Managed video channel
- Trained editorial team in social media strategy
- Increased website's traffic 25% year-over-year (December 2008 versus December 2009)
- Edited and created unique digital images in Photoshop
- Assisted in production and deployment of a biweekly subscription-based e-newsletter

Editor, Access Intelligence, New York, N.Y. | March 2008 – January 2009

- Scheduled editorial calendar, assigned stories, procured data, and reported business-to-business industry news and analysis for a weekly business media executive-level newsletter
- Grew a contact list of more than 200 media industry C-suite and executive-level contacts within 10 months
- Saved company production costs by independently producing publication as a digital product
- Provided unique content for the website and printed magazine
- Grew brand awareness at industry events, including moderating and speaking in panel discussions and hosting roundtables

Senior Copywriter & Copy Editor, Grow Marketing, New York, N.Y. | December 2007 – March 2008

- Managed daily content for a national soft drink campaign

Copy Editor, SportsBusiness Journal, Charlotte, N.C. | May 2007 – December 2007

- Copy edited the 2008 edition of Street & Smith's SportsBusiness Resource Guide & Fact Book
- Generated indexes for the Fact Book and formatted files for publication using InDesign

Staff Writer & Photographer, Naples Sun Times, Naples, Fla. | July 2005 – August 2006

- Sourced, investigated, and wrote an average of eight news and profile articles on weekly deadlines
- Wrote "Night Moves," a weekly nightlife column that reviewed area restaurants, nightclubs, bars, and music events
- Photographed major events and personalities throughout Southwest Florida
- Accessed events and broke stories by successfully developing networks throughout the community
- Assisted with production, page layout, and photo editing
- Represented the Naples Sun Times at monthly Greater Naples Chamber of Commerce Public Relations, Marketing and Advertising Professionals of Collier County member networking luncheons
- Managed freelance writers and photographers

Special Events Coordinator, SmartMarketing, Naples, Fla. | November 2004 – June 2005

- Wrote and edited advertisement copy
- Recruited clients at national conferences and trade shows
- Developed individual marketing campaigns tailored to specific clients

EDUCATION

San Diego State University, Psychology B.A., May 2000

Monterey Peninsula College, University Studies A.A., December 1997

Graduated with Honors

PUBLISHED

Sandy the Stingray – ISBN #1-4241-8619-6

Wrote and illustrated a children's book about cooperation featuring tropical sea creatures

GIVING BACK

Catchafire, 2010 – 2011

Produced a social media campaign for the Theater Collaborative of South Jersey to save the historic Gateway Playhouse

Humane Society Naples, 2004 – 2006

Volunteered at fund-raising events