

JUSTINE LORELLE LOMONACO

CONTACT

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🌐 www.justinelorellemonaco.com


EDUCATION

DRAKE UNIVERSITY, Des Moines, IA
B.A. in Magazine Journalism
B.A. in English Writing
Graduation: May 2009, Magna Cum Laude

SKILLS

Social Media Marketing	Adobe Photoshop
Facebook	Keynote
Twitter	Microsoft Office
Pinterest	Wordpress
Instagram	Tumblr
Paid Social Analytics	Mail Chimp
Google Analytics	Blue State Digital
Omniture	SEO
Sprinklr	Editorial
Shoutlet	Proofreading
Hootsuite Pro	

SOCIAL

 [linkedin.com/in/justinelorellemonaco](https://www.linkedin.com/in/justinelorellemonaco)
 [@justinelorelle](https://twitter.com/justinelorelle)
 [@justinelorelle](https://www.facebook.com/justinelorelle)
 [pinterest.com/justinelorelle](https://www.pinterest.com/justinelorelle)

CAREER HISTORY

SAY MEDIA, New York, NY

September 2014-Present | Social Media Strategy Manager

- Direct all social media strategy company-wide
 - Manage four social media managers for six in-house brands
 - Strategize outbound communication for audience development
- April 2014-August 2014 | Senior Social Media Manager*

- Managed social media for LifetimeMoms.com and Biography.com
- Responsible for growing engagement and traffic by over 5,000%
- Wrote, built, and scheduled weekly newsletters

Martha Stewart Living Omnimedia, New York, NY

June 2013-April 2014 | Senior Manager of Engagement Marketing

- Brainstormed, activated, and managed cross-platform campaigns
 - Managed social presence and strategized digital promotions
- April 2012-June 2013 | Social Media Manager*
- Managed social company-wide and determined best practices for digital editors
 - In six months, grew social audience by 60% and traffic by 250%

Lifetime Brands, LLC, Garden City, NY

October 2011-August 2012 | Social Media Specialist

- Wrote search engine-optimized posts designed to drive sales
- Managed online communities for four brands
- Designed and produced inspirational photo shoots and video

TOURNEAU, New York, NY

March 2011-September 2011 | Marketing & Promotions Associate

- Generated copy for the Corporate Sales website and Tourneau.com
- Wrote copy for the company catalog and trade magazines
- Produced and distributed national email blasts

THE KNOT, INC, New York, NY

February 2011-March 2011 | Assistant Editor

- Wrote for TheKnot.com and regional and national magazines
 - Maintained two Facebook applications and managed moderators
 - Wrote, designed and built national newsletters and email blasts
- May 2009-February 2011 | Editorial & Community Assistant*
- Built 50+ local websites to supplement TheKnot.com
 - Reported and wrote 3-5 articles for website and syndication partners