

MUSA MAHONEY

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SOCIAL MEDIA MANAGER, MARKETING & COMMUNICATIONS PROFESSIONAL

Achievement-oriented professional with 10 years of experience in social media coordinator, marketing and communications through multiple industries such as media, technology, fashion apparel, jewelry and the art industry. Accomplished junior Marketing Manager with a track record of driving profitable through innovative strategies operating effectively on restricted budgets. Proven ability to develop brand and operational strategies that successfully address a diverse range of business challenges. Delivered data analytic and strategy capabilities enable in-depth assessments and deliver creative business solutions. Recruited, developed and led a team to motivate through a vision, coach and develop individual talent and inspire teams based on results to greater levels of performance.

CORE COMPETENCIES

Strategic Planning	Social Media Strategy	Content Creation Management
Marketing Communications	Business Development	Corporate Communications
Marketing Manager	Strategic Branding	Brand Development

PROFESSIONAL EXPERIENCE

REBRANDERY

Social Media Coordinator *(New York, NY)*

2022 – Present

Serves Contributed to campaigns for The United Way and Our Promise. Maintained websites and marketing online ads to optimize impact. Specialized in social media development of new marketing campaigns emphasizing strategic sales positioning, sales development and online marketing channels to evolve the case studies. Developed new audiences for clients through social media marketing using platforms such as Facebook, Instagram, Twitter and Snapchat.

- **Managed** social media accounts for various brands from clothing, fashion, food and furniture
- **Assisted** clients to perform order request, collected scopes and analyze sales data
- **Created** client partnerships and virtual relationship management through the social media platforms
- **Independently** produced and ran social media content for network reach and hashtag and groups

JET SET CANDY

Social Media Coordinator *(New York, NY)*

2019 – 2022

Serves as Social Media Coordinator along with leadership with being a brand strategist, social media coordinator and marketing producer for jewelry leads and specializing in fashion related leads. Maintains responsibility for developing sales projections and scopes in jewelry industry, along with budgets and schedules according to social media best practices. Strategizes, curation, and implements all social media channels such as Instagram, Tik Tok, Twitter and Facebook platforms, search engine optimization and marketing task with the law firm's leadership in addition to video production, social media and display ads within the Google AdWords.

- **Managed** social media account for luxury jewelry brand (60.3K followers)
- **Trained** new hires to perform order fulfillment, collected inventory and analyze sales data
- **Created** excellent client relationships and virtual relationship management through the social media platforms
- **Independently** produced and ran social media content for social network reach and outreach communities

HEARST DIGITAL MEDIA

Digital Production Manager *(New York, NY)*

2018 – 2019

Serves as Digital Production Manager along with leadership with being a digital advertisement production, sales overview and marketing producer for Hearst Digital team. Maintains responsibility for developing sales decks, along with customer accounts and management. Curates, analyzes, and implements all digital platform offerings and managed over 150 digital advertising units and concepts.

- **Provided** program status reports to internal teams and external clients
- **Managed** production for over 150 digital advertising units, totaling \$450,000+ in annual
- **Ensured** campaigns were effectively resourced and managed, while steering relationships and handling communications with a wide range of clients and internal groups
- **Defined** program advertising goals for custom projects related to digital advertisement production and completion

PARKAMIGO

Head of Marketing *(New York, NY)*

2017 – 2018

Serves as Head of Marketing for a parking software company easing the commuting experience for users moving around busy centric areas with leadership, being a marketing producer and partnerships, responsible for directing marketing operations for social media, public relations and lead generation through online marketing, including third party management, online site improvements, service agreements, and inbound marketing projects. Maintains responsibility for implementing project scopes and schedules according to best practices on a driveway sharing application.

- **Aligned** driveway sharing startup brand strategy with advertising media to improve UI & UX
- **Managed** partnership initiatives, including carbon emission reduction goals with urban tree planting
- **Analyzed** and reported on strategic territory development to target key growth opportunities

FABSCRAP

Volunteer Operations Intern *(Brooklyn, NY)*

2016 – 2017

Served as Volunteer Operations Intern for Brooklyn warehouse firm that focuses on is a convenient and transparent recycling and reuse service with leadership being a operations producer: responsible for directing daily operations, including vendor management, issue resolution, training teams of volunteers, online site improvements, DMP, CDP, and CRM tasks. Maintains responsibility for developing project scopes, budgets and schedules according to best practices in recycling.

- **Collected** data on incoming and processed materials for textile recycling optimization
- **Trained** teams of volunteers, maintained the fab-fabric reuse room, processed sales
- **Assisted** the non-profit founders with various DMP, CDP, and CRM tasks

THE BONADIO GROUP (FORMERLY GARNER + GARNER, PLLC)

Receptionist *(New York, NY)*

2013 – 2015

Served as Receptionist working with for office administration on strategy implementation to project time-management thresholds of office management. Identified any issues by running reports to analyze project data, guaranteeing timelines were within guest and client's parameters. Processed and analyzed employee journal entries affecting projects task P&L. Partnered with various employees to ensure specific task related to projects were processed timely.

- **Oversaw** front desk and primary office phone, prepared office forms, composed emails and invoices
- **Successfully** managed day-to-day workflow, office operations, scheduling and ensured seamless functions of data entry

EDUCATION

Fashion and Sustainability: Luxury – *Kering and London College of Fashion (London, United Kingdom)*

International Business and Marketing (*Bachelor of Science*) – *SUNY New Paltz (New Paltz, NY)*

International Program Scholar – *Pontifical Catholic University of Rio de Janeiro (Rio de Janeiro, Brazil)*

International Program Scholar – *Mahidol University (Bangkok, Thailand)*

International Program Scholar – *U.S. DOS National Security Language Initiative Youth (Gurugram, India)*

Visual Arts Major – *Fiorello H. LaGuardia HS for the Arts & Performing Arts (New York, NY)*

Double Discovery Center Alumni – *Columbia University (New York, NY)*

TECHNICAL SKILLS

Adobe Creative Cloud – Adobe Photoshop – Slack – Hootsuite – Dropbox – Outlook – Microsoft Word
Microsoft Excel – Microsoft PowerPoint – WordPress – Instagram – Tik Tok – JIRA and Agile

LEADERSHIP & VOLUNTEERISM

City Relief (New York, NY)

Volunteer

Regularly volunteers with City Relief nonprofit to distribute clothing and food to homeless people in NYC

American Marketing Association, SUNY New Paltz (New Paltz, NY)

Director of Philanthropy

Organized charity outreach program and led a Semi-annual AMA off-campus community service event

Alpha Phi Omega, SUNY New Paltz (New Paltz, NY)

Finance & Fellowship Committees

Engaged in various community development projects, totaling 100+ community service hours. Organized charity fundraising events for both the Finance and Fellowship Committees