

Favorite Digital Marketing Project:

My favorite project that I worked on recently was working on getting the Empire State Building lit up for the American Red Cross in New York. I was responsible for making the lighting happen, taking an integrated approach to marketing it (web, blog, email, PR, social media, etc.) and coordinating the efforts around it. We got several celebrities to tweet about the event (including LL Cool J and Carson Daley, see below). Below is slide of a snapshot of the results. The event served to increase the New York Chapter's followers from 12,000 to over 30,000, and it continued to rise due to this exposure.

Result was an Integrated Approach

