

ITA OBARA

WRITER | EDITOR | SOCIAL MEDIA

ABOUT

I am a Writer, Editor and Social Media Manager with 7 years of experience in social media management. I also have extensive experience in content creation, curation and promotion, with the proven ability to write eloquently and concisely in various styles across all formats.

WORK EXPERIENCE

SOCIAL MEDIA AND EVENTS MANAGER

Goodwill NYNJ, New York, NY | August 2018 - Present

- Plan and execute a content and a social strategy that drives high engagement and clear messaging across all social platforms with particular focus on Instagram growth
- Serve as editor-in-chief for all content to ensure quality, clarity and consistency both written and visual
- Collect, monitor and analyze social and website metrics, and make improvements accordingly
- Manage paid social campaigns, fundraising events and Giving Tuesday strategy. Coordinate monthly events and collaborate with NYC influencers
- Collaborate with brand, product and sales managers to create promotional concepts

SENIOR CONTENT SPECIALIST (CONTRACTOR)

Boredom Therapy, New York, NY | October 2017 – March 2018

- Developed and implemented the content on websites. Optimized content for republishing for the best SEO results.
- Lead the collection, production, and editing of website material to maintain and improve the quality of information provided.
- Participated in the full web production life cycle.
- Incorporated learnings from analytics data into the development of content.

EDITOR & SOCIAL MEDIA MANAGER

playbuzz, New York, NY | May 2015 – October 2017

- Responsible for creating entertaining and shareable content to engage users across the globe. Duties include creating video content, writing articles, lists, and quizzes as well as managing a team of freelancers and designers
- Developed a food, lifestyle, and pop-culture oriented pinterest page and grew it from 1,200 to 416,000 followers. Maintain the company's other B2C social media assets
- Developed and executed social media strategy with key objectives and measurable targets in mind that include increasing brand awareness, acquiring new fans and engagement; coordinate with writers and design. Plan social content, manage editorial calendar, brief creative assets and schedule timings for posts across verticals including Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat and more.

EDUCATION

BACHELOR OF ARTS IN CONTEMPORARY CULTURE AND SOCIETY

Dublin City University | 2010 - 2013
GPA 3.9



PROFESSIONAL SKILLS

SEO and Google Analytics
Social media strategy
Marketing
Web content development
Copywriting
Corporate blogging
Project management
Layout design
Photo editing
Market research

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

CONTACT

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