

Theodore Liggians

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Summary

Creative, analytical marketing pro with 8+ years in social media strategy, content, and brand management. Proven ability to identify trends, lead campaigns, and foster collaboration for impactful results. Adept at leveraging data and AI for content optimization and brand presence.

Skills

- **Creative & Branding:** Content Strategy, Campaign Development, Brand Management, Trend Identification, Visual Storytelling
- **Digital & Analytics:** Social Media Management (Sprout, Later, Hootsuite), Data Analysis & Optimization, SEO/SEM Principles (implied by content optimization)
- **Tools & Platforms:** Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, etc.), Google Gemini, ChatGPT, CMS Platforms
- **Leadership & Collaboration:** Cross-functional Team Leadership, Stakeholder Management, Community Building/Engagement, Collaborative Project Management, Self-Starter Mentality

Experience

CNET | Social Media Producer

November 2021 - July 2025

- **Spearheaded campaign development** and execution for product launches and news cycles, significantly increasing brand visibility and engagement.
- **Led community engagement initiatives**, fostering audience relationships and enhancing brand loyalty across social platforms.

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- **Proactively analyzed key performance indicators (KPIs)** to identify content trends, optimize strategies, and inform data-driven creative decisions for maximum results.
- **Collaborated cross-functionally** with multiple teams to create and refine integrated marketing campaigns to ensure consistent, cohesive brand messaging.

City of Newark | Social Media Manager

October 2016 - October 2021

- Managed and elevated the **City's comprehensive social media presence**, ensuring consistent brand voice and messaging across platforms
- Implemented **sentiment tracking and analysis** to identify and proactively resolve stakeholder issues, preserving the city's public image and the Mayor's brand perception
- Developed and executed **targeted community outreach and engagement programs**, fostering strong public relations and civic participation
- Created compelling and on-brand **digital content**, including images, videos, and copy, to support City initiatives and increase public awareness

Taft and Partners | Intern

June 2016 - October 2016

- Conducted **media research** and organized contact databases to support client outreach
- Assisted in the **creation of newsletters and digital content** for various clients
- Monitored and analyzed **brand sentiment**, providing insights to support client strategies
- Provided support for **marketing and branding campaigns**

Education

Rutgers University / Bachelor's Degree

September 2012 - May 2016, Newark, NJ

Major: Journalism & Media Studies

Organizations: Scarlet Magazine's (Executive Editor and Copy Editor 2015-2016)