

CARLY SPENO

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EXPERIENCE

THE CREATIVE EXCHANGE; NEW YORK CITY

FEBRUARY 2020 – PRESENT

Content Director

- Create and implement organic social content strategy to build brand identity and awareness
- Develop tone of voice, storytelling, campaign strategy + Create and oversee all organic & paid copy
- Skilled in driving reach, reputation and revenue with content
- Oversee partnerships and influencer strategy
- Manage content team: support, supervise, train, and mentor team members

ROOMRS CO-LIVING; NEW YORK CITY

MARCH 2018 – AUG. 2019

Events & Experience Manager

- SEO writer for all member centered blogs, newsletters, and surveys
- Lead planning, logistics, and execution for all Roomrs events
- Survey stakeholders, identify and collect KPIs aligned towards organizational goals
- Manage outreach and collaborate with team members to market events
- Community relations with brand partners

WINTERWONDERGRASS/BONFIRE ENTERTAINMENT; VARIOUS LOCATIONS

MAY 2017-PRESENT

Creative Assistant; Artist Relations

- Artist Relations Coordinator for all Bonfire Entertainment festivals
- Facilitate check in and check out of all artists and band merchandise; track sales & organize invoices
- Manage volunteers and facilitate artist hospitality rooms.

EDUCATION

TEXAS CHRISTIAN UNIVERSITY - GRADUATED MAY 2017

BFA Musical Theatre; Business Minor

Graduated in the John V. Roach Honor's College, Magna Cum Laude

SKILLS AND EXPERIENCE

Writing Portfolio

- MailChimp, Asana, Microsoft Office and Excel, Google Apps, Salesforce, WordPress, Survey Apps & Sites
- RYT 200 with Yoga Alliance: Certification through School Yoga Institute, Lake Atitlan, Guatemala
- Co-founder, Executive Producer and Marketing Director of Seeded Productions: NYC production company focused on championing the work of young artists.

***References upon request*
