

James Vetrano

Social Media Marketing Manager

james.vetrano@gmail.com

2626 N Lakeview Ave, Chicago, IL 60614

773.420.6261

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Profile

Industry-recognized social media expert with proven experience with large global brands. Known for executing enterprise-level social media marketing strategies that drive brand reach, consumer engagements and market awareness. Expert knowledge of social media best practices, techniques and platforms. Exceptional communicator, presenter and relationship builder. Featured social media speaker at major industry conferences. Creative and strategic mindset. Keen understanding of navigating large, complex organizations.

Key Skills

Social Media Marketing
Content Creation & Management

Social Media Listening
Social Media Advertising

Customer Engagement Strategies
Digital Marketing

Social Media Customer Care
Relationship Building

Experience

Lead Social Media Consultant

JNV Consulting LLC

2017 – Current

Social media consultant providing full-scale social media marketing strategy execution and thought leadership to a wide range of clients including Illinois Governor Bruce Rauner, Little Caesars Arena and more.

- Build and execute full-scale social media and digital marketing strategies that accomplish clients' business and communications objectives
- Create and manage innovative social media content (copy, images, video) that drives reach, awareness, engagements and revenue
- Develop comprehensive social listening and customer engagement strategies that enhance the consumer experience
- Execute highly targeted social media advertising campaigns that convert audience members into customers
- Build and manage strong relationships with clients; conduct presentations on social media best practices, campaign ideas, suggestions and results

Social Media Manager

The Kraft Heinz Company

2015 – 2017

Successfully led social media listening and engagement strategies for entire brand portfolio (120+ business units) that drove brand affinity and customer loyalty. Created new social listening and care model that provided a better customer experience, increased internal efficiencies and cost savings (\$1.2 million annually). Executed award-winning social media campaigns that reinvented Kraft Heinz' approach to digital product marketing.

- Led best-in-class social media, community management and social care strategies for entire brand portfolio
- Served as internal social media thought leader to brand and corporate communications teams; provided expert consultation, presentations and documents on best practices, case studies, ideas, successes and opportunities
- Built trusting relationships with brand leads, stakeholders and agencies to ensure each product's success in the social landscape
- Oversaw social listening for over 120 brands, actively monitored social landscape for engagement opportunities, mentions, customer service needs and potential threats/crises; managed Kraft Heinz "Looking Glass" suite, an advanced proprietary social listening program
- Built and managed 12-member social care team that handled over one million social media engagements annually
- Led transition of community management duties from over 40 external agencies to new internal team, resulting in faster and improved social media responses and consumer satisfaction
- Executed social marketing frameworks for major award-winning social media campaigns and initiatives
- Consistently met and exceeded all KPIs

Social Media & Digital Content Manager

Feeding America

2014 – 2015

Revamped full-scale social media strategy for the nation's third-largest nonprofit that drove awareness, audio size, contributions and donor retention.

- Built and managed productive relationships with internal departments and stakeholders that led to the successful integration of all social media tactics and campaigns; served as internal thought leader on all social media matters
- Created, managed and published daily content for all social media platforms that increased customer engagements and participation
- Developed creative assets for social media platforms; managed internal DAM and facilitated seamless sharing of assets
- Built and executed targeted social media advertising and celebrity influencer campaigns that drove contributions and donor retention
- Implemented leading social media management platform (Sprinklr)

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Social Media Marketing Manager

Experience (cont.)

Social Media & Digital Content Manager

American Bar Association

2010 – 2014

Created, implemented and managed the first enterprise-level social media strategy for the world's largest professional organization, providing a new marketing channel to reach customers. Strategy resulted in a 500% increase in social follower base and 750% increase in average engagement levels. Utilized extensive relationship building skills to gain buy-in and participation from over 30 unique internal stakeholders and participation.

- Executed all aspects of social media strategy management including content creation, creative development, community management, social listening, advertising and analytics
- Created, curated and published daily content on all social media platforms; built and integrated organization-wide social media content calendar, sourcing monthly content from over 30 unique entities
- Created social media playbook and branding guidelines; effectively communicated new strategy to all internal stakeholders
- Delivered monthly presentations to internal departments on best practices, tactics, ideas and opportunities; led to a seamless strategy integration across the entire organization and improved brand presence throughout the social landscape
- Executed award-winning social media marketing campaigns and highly-targeting social advertising initiatives
- Served as organization's internal thought leader on all social media matters, providing consultative services and expertise

Marketing Manager

Chicago Transit Authority

2008 – 2010

Led city-wide integrated marketing and communications efforts that improved brand affinity and annual customer retention by nearly 40%.

- Executed all facets of marketing and advertising campaigns including strategy development, copywriting, creative direction, tracking and analytics
- Drove brand awareness by executing strategic promotional partnerships with major entities such as Lollapalooza, Chicago Cubs and others
- Streamlined marketing efforts with effective management of eight cross-functional teams
- Built and maintained productive relationships with marketing agencies, internal stakeholders, vendors and community officials
- Executed large-scale advertising campaigns; managed over \$1 million marketing budget

Education

Marshall University, Huntington, WV

Bachelor of Arts Degree in Public Relations; Minor in Communications (Dean's List)

Pi Kappa Alpha Fraternity

Technical Skills

Social Platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn, Pinterest, Snapchat, Oracle Social, Sprout Social, Tracx, all social advertising platforms

Graphic Design & Video Production: Adobe Photoshop, InDesign, Illustrator, iMovie, Final Cut

Content Management Systems, Web Design & Email: Adobe CQ5, Wordpress, Dreamweaver, Wix, HTML (basic), Mailchimp

SEM & Analytics: AdWords (basic), Google Analytics, all social media analytics and insights Platforms

Speaking Engagements & Awards

Featured Social Media Speaker:

2017 Digital Summit, Chicago

2017 Social Media Strategies Summit, Chicago

2014 Oracle Social Media Conference, Chicago

2014 ABA Legal Marketing Conference, New York

Awards:

Cannes Lions Gold - Direct Lions: Kraft Heinz (2017)

Chicago Area Direct Marketing Association's Tempo Awards. *Two-time recipient (integrated marketing & social media - ABA).*