Christopher Cook

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SUMMARY

I'm a passionate digital marketing professional with experience in content strategy and production, consumer engagement, and paid media campaign management. I have a proven track record of operating high-impact, data-driven upper and lower funnel marketing initiatives from conception to execution. I'm adept at leading teams, collaborating with cross-functional partners, and building relationships with content creators. Let's work together!

KEY SKILLS

- Copywriting
- Graphic/Video Production
- Strategic Planning
- Community Moderation
- Analytical Reasoning
- Performance Optimization

PROFESSIONAL EXPERIENCE

Streetsense, BondX
Content Strategist   **August 2022 – Present**
Produce social media content for Logitech Gaming.

- Author monthly editorial content calendars that are served to over 7 million followers across Logitech G's X, TikTok, Instagram, Facebook, Pinterest, YouTube, Discord, and Twitch channels.
- Project manage an in-house studio team that produces digital image and video content.
- Lead digital campaign strategy sessions to help Logitech G take a "social first" approach to product launch and ongoing product marketing efforts.
- Study organic and paid content performance, author quarterly reports, and execute paid media spends.
- Contribute to a team that has resulted in a 148% increase in social followers and a 900% increase in engagement rate for the Gaming brand over the last five years.

StreamElements
Community Lead   **May 2021 – July 2022**
Captained a team of community managers to activate the users and followers of StreamElements, an engagement tools service for live streamers and content creators around the world.

- Launched and shepherded strategic digital programming (contests, live streams, Discord events, and more) that helped grow the SE community to over 200k users by Q2 2022.
- Moderated a Discord community by enforcing communication guidelines, collecting product feedback for internal developers, and actively managing 40+ community volunteers.
- Authored SE product "tips & tricks" content for social media and "Knowledge Base" blog.
- Produced live streams and AMAs featuring popular content creators to spread awareness of SE's tools and empower others to level up their own content creation game.

NBA 2K League
Digital Content Producer   **May 2019 – March 2021**
Crafted digital content experiences on behalf of the NBA 2K League.

- Authored social media content that amplified the 2K League across a community of over 500k fans.
- Wrote long-form web content that was consumed by 200k unique viewers per month.
- Produced and participated in 2K League live streams and experiential events.
- Won "Best Social Media Experience" at the 2019 Tempest Awards/2019 Esports Business Summit.

Spectrum News NY1
Director, Digital Consumer Engagement   **February 2017 – May 2018**
Empowered a team of 17 digital journalists and newsroom reporters (over 100) across New York City and New York State to create best-in-class social media and web news content that informed, educated, and entertained.

- Collaborated with NY1 and Upstate New York reporters cross-functionally to capture compelling visual and written content from the field or from live events.
- Coached digital journalists to improve their visual-first digital storytelling skills, and guided the team-wide adoption of tools like Adobe Premiere, Photoshop, and live streaming platforms.
- Enforced shifts in Spectrum's overall digital strategy, contributing to year-over-year increases in average Facebook engagements (218%), Twitter media views (1,773%), and Instagram engagements (757%).
- Project managed the launch of a mobile-friendly refit of SpectrumLocalNews.com with cross-functional partners.

DIRECTV/AT&T
Senior Manager, Social Media   **September 2014 – February 2017**
Helped transform DIRECTV's social media presence into a leader in the satellite/cable provider industry by creating engaging promotional and editorial content across multiple entertainment verticals.

- Produced social content (at times in partnership with affiliate teams from networks including Discovery, A&E, FOX, NBC, ABC, Viacom, HBO, and Starz) that generated 50 million average annual engagements across 7 million DIRECTV social media fans.
- Conducted interviews for the DTV Entertainment Blog, fueling 35 million average monthly visits.
- Provided live coverage of partner network red carpet events and DTV original premieres including Audience Network's 'Kingdom' and the 'NFL FANTASY ZONE' channel.
- Specialized in sports package content marketing efforts, which included driving annual signups for NFL SUNDAY TICKET and the NBA, MLB, and NHL channels.
- Directed social and display paid media retention marketing campaigns ($2 million spent on package sign-up initiatives) that generated over $30 million in average annual revenue for DTV.

ADDITIONAL MARKETING ROLES

Content and Community Specialist at Render.GG: August 2018 – May 2019
Senior Account Executive at Edelman Digital: December 2012– September 2014
Community Manager at VaynerMedia: March 2012 – December 2012
SEO and Traffic Manager at MRM Worldwide: October 2010 – March 2012
Syndication Manager at Oktane Media Ventures: February 2009 – October 2010

TECHNICAL SKILLS

Digital & Social Media: Meta Business Manager, LinkedIn Ads Manager, Ads.Twitter, Google AdWords, YouTube, Snapchat, TikTok, Pinterest, Twitch, Reddit, Discord, GIPHY, SoundCloud, Hootsuite, Sprinklr, Sprout Social, Brandwatch, CrowdTangle, Socialblade, Asana, Monday, Jira, Notion, Basecamp, Hubspot, Marketo, MailChimp

Audio & Video Production: DSLR camera photography and video, Adobe Premiere, After Effects, SnappyTV, OBS, Clipro, Reaper, Adobe Audition, FamiTracker

Graphic & Web Design: Adobe Photoshop, Illustrator, InDesign, Dreamweaver, HTML & CSS, WordPress, Squarespace, Capcut, Canva

EDUCATION

Rider University: B.S., Communication; Radio & Television, 3.93 GPA, Summa Cum Laude
Anthem Institute: Graphic Design & Animation Diploma, 4.0 GPA, Summa Cum Laude