

# DARREN NESBITT

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## EXPERIENCE

Social Media Strategist, [KnowNesbitt.com](http://KnowNesbitt.com)

New York, NY, Nov '15 - '20

[VaynerMedia](http://VaynerMedia.com) '19-'20

- **Post-Creative Strategy and insights**
  - Define process and priorities for engagement with followers reacting to organic content published to Facebook, Twitter and Instagram
  - Analyze metrics and present findings that inform optimization of influencer programs, creative assets, and on-going content series.

[Anomaly](http://Anomaly.com) '17-'18

- **Content planning and management of Facebook Watch Shows; Tom Vs. Time, Returning The Favor, Win This House and Extra Innings with Bill Murray**
  - Executed promotional campaign strategies to increase awareness and drive viewership of multiple Facebook Watch series
  - Trafficked all assets through creation, approval and publishing using Facebook Creative Hub and other collaborative tools

[Edelman Digital](http://Edelman.com) '16-'17

- **Strategist for Comcast Xfinity, iRobot (Roomba) and eBay social media**
  - Briefed creative teams on always-on social and campaign content
  - Integrated new strategies and tactics for content creation
  - Informed channel strategies for campaigns and activations

[Marina Maher](http://MarinaMaher.com) '15-'16

- **Supported Always-on social for P&G's Head & Shoulders and Covergirl**
  - Led two community managers in execution of social activations and always-on engagement
  - Integrated new strategies and tactics for content creation, scheduling and engagement for quarterly calendars. Such as dynamic video/gif content and collaborative calendar layouts
  - Provided strategic consultation and insights to inform the 2016 NFL campaign tactics

[Droga5](http://Droga5.com) '14-'15

- **Always-on social storytelling and tentpole activations for Honey Maid, Belvita and Smartwater**
  - Researched, wrote and conducted creative briefings for monthly and quarterly content
  - Led community manager in the execution of all social initiatives including campaign activations, always on content and community management
  - Supported lead strategist in developing client-facing deliverables such as quarterly strategies and point-of-view presentations on emerging practices
  - Monitored the social landscape and respective industries of each brand for opportunities that added value to their presence across Facebook, Twitter, Instagram, Pinterest and Tumblr

## EDUCATION

- General Assembly, New York - Web Development Immersive Fellow; January 2018
  - Languages and Frameworks: HTML, CSS, Javascript, Express.js, Node.js, Ruby on Rails, SQL, React JS
- University of Missouri, St. Louis, MO - Bachelor of Arts Degree, Communications; May 2011