

# DARREN NESBITT

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## EXPERIENCE

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

Atlanta,GA, Nov '20 - Present

[Barbarian](http://Barbarian) Sep '21 - Present

- **Senior Social Media strategy and planning; American Express, Samsung Mobile US, JBL Audio**
  - Shape approaches for AMEX, JBL Audio and Samsung Mobile US; Guiding creative teams on always-on organic social and paid campaign content
  - Plan strategy for organic social, observing and synthesizing how we show up in culture, along with guiding our Creator-partnership efforts
  - Analyze and report on social media metrics, and leverage insights to optimize influencer programs, creative assets, and ongoing content series

[VaynerMedia](http://VaynerMedia) '19-'21

- **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.

Social Media Strategist,

New York, NY, Nov '15 - '20

[Anomaly](http://Anomaly) '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 Digital) '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://Marina Maher) '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) '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;  
Univ. of Missouri, St. Louis, MO - B.A., Communications;