



# robin clement

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## Core Skills

Content Strategy | Digital Marketing | Writing | Social Analytics | Project Management | Keynote | Photoshop

## Experience

### Freelance 2019 — Present

#### Contributing Writer

- Clients: BuzzFeed, Apartment Therapy, and FabFitFun
- Pitch and write articles on entertainment, shopping, wellness, and home decor

### The Walt Disney Company 2014 — 2018

#### Content Strategist, Disney Family & Babble

- Developed editorial, social, and video content to market company priorities
- Ensured content accurately represented franchise and brand guidelines
- Collaborated with internal teams and external vendors
- Partnered with major brands, including Huggies, Babybel, and Party City
- Hired and managed talent for influencer marketing campaigns
- Art directed creative materials, including images, videos, and graphics
- Analyzed site and social data to shape the evolving strategy
- Increased Pinterest followers by 80% and click-throughs by 25%
- Produced videos for a series that outperformed the average by 300%
- Captured \$1M campaign for Hyundai by brainstorming custom content that met stakeholder needs

### XA, The Experiential Agency 2012 — 2014

#### Account Supervisor

- Managed client relationships, created external communication strategies, and conducted PR and social media
- Developed press kits, releases, talking points, media training guides, blog posts, and social copy
- Coached clients for interviews and TV appearances
- Oversaw internship program, hiring and mentoring interns into successful account coordinators
- Generated 160M impressions for Ritz-Carlton campaign, including coverage in Time and Food & Wine

### Margie Korshak, Inc. 2010 — 2011

#### Account Supervisor & Social Media Specialist

- Worked on up to 14 PR accounts simultaneously
- Created promotions and marketing materials for clients
- Generated media lists and campaign reports to measure results

## Education

### University of Illinois at Urbana-Champaign

B.S., Advertising & Minor, Business