

Rebecca Thornburg



DRAFTKINGS

Recruitment Marketing Lead, May 2022-Present (promoted twice: Specialist → Senior Specialist → Lead)

- Lead multi-channel content marketing strategy across social, blog, podcast, paid, and web—driving brand awareness, engagement, and conversion for top candidates.
- Develop high-impact, story-driven content throughout the full funnel—SEO-optimized long-form articles, video scripts, interactive PDFs, and social assets —then repurpose content into short-form and paid formats to maximize reach and conversion.
- Architect scalable content operations and cross-functional storytelling efforts—aligning Marketing, Brand, PR, and HR to transform complex initiatives into cohesive, high-impact narratives that elevate brand perception and drive business goals.
- Leverage analytics across social platforms and Google Analytics to optimize messaging, improve content performance, and drive higher conversion rates and brand visibility.
- Grew DraftKings' LinkedIn presence from 3.3M → 7.2M impressions annually and increased followers by 21% YoY, demonstrating the ability to build content that resonates, differentiates, and drives measurable outcomes in a saturated market.
- Own a \$100K paid media strategy, creating full-funnel campaigns—landing pages, lead-gen forms, video and static ads—that deliver millions of impressions and fuel high-quality pipeline growth.
- Serve as the HR AI expert, building custom GPT tools, leading AI training, and integrating AI into ideation, scripting, and content prototyping to increase efficiency, scale, and creative problem-solving.
- Manage and mentor Associates in content strategy, storytelling, analytics, and social-first creative development.

BOSTON 25 NEWS

Creative Services Producer/Editor, September 2020-May 2022

- Produced promotional videos for all daily newscasts.
- Launched and pioneered the digital strategy to promote specific stories and news personalities.
- Became the “CMO” of the morning show, spearheading the paid and organic social strategy for the station and individual social channels.
- Grew the station's Facebook and Instagram following by 25% with several videos hitting thousands of views and reaching millions of people.
- Started the station TikTok and gained 17k followers, 493k likes, and went viral with 3.5M views in 90 days.
- Refocused station's YouTube channel, generating 133k views, 500+ subscribers, and 1.4M impressions in five months.

7 EYEWITNESS NEWS

Multimedia Journalist, June 2018-September 2020

- Wrote, shot, and edited daily packages for broadcast news and web content.
- Executed enterprise storytelling, content producing, LIVE reporting, and feature reporting in Buffalo, N.Y.
- Focused on short-form videos for social platforms and digital first content.

Skills

AI Operations
ChatGPT / AI / n8n / Google Veo
Content Marketing / Strategy
Brand Writing / Copywriting
Storytelling
Editorial Planning & Calendar Management
Adobe Creative Suite / Canva
Airtable / Tableau
Social Media
Paid Media Integration
Photography / Videography
Event Management
Data Storytelling
Project Management
Creative Problem-Solving
Marketing Automation

Education

Syracuse University, May 2018
S.I. Newhouse School of Public
Communications, B.S. Broadcast & Digital
Journalism with a Sports Media
Concentration and Minor in Marketing

Passion Projects

Beck Media

Freelance Social Media Marketing

- Developed and executed creative strategies for small businesses and eCommerce brands, leading content ideation, brief development, and video production across Instagram and TikTok.
- Streamlined content workflows for scalable production and publishing.
- Presented analysis on performance data.

Beck Events

Wedding Coordination & Event Planning

- Produce detailed wedding planning guides to streamline communication and vendor coordination.
- Proactively manage all aspects of the day to make the couple's vision seamlessly come to life.