






Rebecca Thornburg

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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
<i>Freelance Social Media Marketing</i>
<ul style="list-style-type: none">• 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
<i>Wedding Coordination & Event Planning</i>
<ul style="list-style-type: none">• 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.