

MARY ANN PORCH

218 South 3rd Street #3, Brooklyn, NY 11211 U.S.A. ■ 347.218.0211 ■ maryannporch101@gmail.com

■ EMPLOYMENT HISTORY

IWC Schaffhausen North America, a division of Richemont North America, New York, NY, U.S.A.

Communications Manager, 2012 – Present

- Manage and oversee all advertising, both Print and Display, for both corporate and co-op retailer campaigns, ensuring a top 10 share of voice in the rankings for luxury watch brands
- Oversee SEO/SEM for North America, including paid and organic activity, as well as budget management and tracking, maintaining prime positioning and budget alignment to key sales periods
- Create printed digitally-based CRM campaigns with demonstrable ROI for North American boutique network
- Manage multiple agencies across Print and Display advertising, Digital Marketing and Event activations
- Create Social Media opportunities by leveraging content from events and PR coverage for the North American market and through coordination with IWC's HQ team
- Manage special exhibiton build-outs for boutique network, including pop-up exhibitions in prioritized retail locations
- Create bespoke marketing campaigns for brand demographics, with a specific focus on Chinese and Brazilian tourism
- Serve as content editor by creating regionally-focused assets, such as videos, photography and printed collateral for both online and offline use, when appropriate
- Manage and oversee all boutique events, including trunkshows, VIP and collector events and activations that are part of larger marketing plans
- Manage Assistant Media & CRM Manager across all day-to-day activities

Social Media & PR Consultant, New York, NY, U.S.A.

Freelance, 2012 – 2012

- **AMC Networks:** Led communications and media outreach efforts around the launch of the network's YEAH Facebook app (www.yeah.tv), driving awareness of the app amongst niche film media and their audiences
- **Maybelline New York:** Created global social media user guides for international brand managers; platforms included: Twitter, Pinterest, Instagram and Tumblr
- **Gawker Media:** Member of Gawker Media special events team; organized both editorial and sales-focused events for portfolio of media properties, including Gawker.com, Gizmodo.com, and Jezebel.com
- **CBS Altitude:** drafted copy for CRM-related needs (newsletter copy, etc.), as well as posts for the official brand blog, focusing on the topics of radio, advertising and digital media

LBi, New York, NY, U.S.A.

Associate Media Director Social Media and Publicity, 2011 – 2012

- Led day-to-day social media and publicity for Johnson & Johnson (Band-Aid, Visine, Neosporin, K-Y, Rembrandt, Neutrogena), Focus Features, Coca-Cola, and Sony (formerly Sony Ericsson)
- Managed team of five, ranging from entry-level to senior account managers
- Served as liaison with senior executives and clients while driving the overall development of the department
- Provided recommendations for new business proposals/pitches, including planning, budgets and staffing
- Planned and executed 400+ person event for InternetWeek, celebrating the company's New York office location as well as the agency's involvement in InternetWeek's official activities
- Served as Special Events lead, coordinating all activities such as 250+ holiday party
- Crafted comprehensive social media strategy for LBi US, including strategy/tactics for Facebook, Twitter, YouTube, LinkedIn, Flickr, Foursquare, and Tumblr
- Represented LBi at digital/social media events and conferences

Social Media & PR Consultant, New York, NY, U.S.A.

Freelance, 2009 – 2011

- **ScrollMotion:** Led communications and media outreach efforts across multiple platforms, including print, online and new media; established initial presence on Twitter and consulted on various other social media functions
- **Ask.com:** Oversaw daily management of brand's social media platforms; managed creation of all Ask.com social media assets; served as Ask.com's face of social media initiatives at all IAC and industry events

- **MWW Group:** Member of digital consultancy team at renowned public relations firm; provided expert counsel on blogger relations and social media strategies to global brands such as Hillshire Farm, Jimmy Dean, VisitScotland, and BMW; drafted comprehensive social media plans including budgets, staff management and scope of work
- **Food Network/Cooking Channel:** Proactively pitched online media, including bloggers, on a range of topics, such as new programming, seasonal themes and digital initiatives; managed talent in relation to digital press efforts, as well as content creation for FoodNetwork.com and CookingChannelTV.com; planned and executed blogger events as part of programming and brand relationship building opportunities; managed digital PR agencies and associated deliverables; managed extension of social media strategy as it related to PR/Marketing and Food Network programming, talent and overall business objectives; managed and implemented PR efforts around the launch of Food Network's "In the Kitchen" iPhone/iPad app, including launch event and panel discussion featuring Food Network Digital executives, celebrity talent and a Foodspotting guest moderator resulting in the app ranking in #1 spot on the iPad Paid Apps chart after one day of PR outreach

CupcakeCamp NYC, New York, NY, U.S.A.

Founder/Event Organizer, 2009 – 2010

- Organizer of annual event bringing together both cupcakes and the people who love them
- Manage all press and social media efforts, ensuring that the community is kept abreast of updates surrounding the event
- Secure top-tier sponsors, such as Buttercup Bakeshop, Martha Stewart, and Magnolia Bakery, to donate products as well as attend the event
- In its first year, CupcakeCamp NYC was written about in SeriousEats, the New York Times, and numerous other food-focused blogs
- The 2010 event saw over 800+ cupcake enthusiasts attend, with over 2,000 cupcakes donated by local bakeries, sponsors, and the community

SeisMK, a division of The Morris + King Company, New York, NY, U.S.A.

Account Executive, 2008 – 2009

- Led various account teams on day-to-day basis and implement strategic communications plans for both digital media and technology clients, including Saavn, the world's largest digital distributor of Bollywood music and movies and ScrollMotion, a cutting edge iPhone eReader application developer
- Pitched business, consumer, broadcast, trade, and online outlets across a spectrum of industries, including technology, advertising/marketing, entertainment, and general interest

Text 100, New York, NY, U.S.A. / Sydney, Australia

Account Executive, 2006 –2008

- Led IBM, Lenovo, and Sony PSP account teams and implemented strategic communications plans
- Served as thought leader beside consumer practice development and proactively sought out new consumer business for the agency. As a result, both networking and global business opportunities were won for the agency
- Drafted IBM bylines on topics ranging from fair hiring practices in APAC to highlighting new data center key points
- Pitched and secured top-tier media coverage in business, consumer, broadcast, trade, and online outlets
- Responsible for Lenovo and Sony PlayStation Portable product review programs
- Responsible for event planning and implementation, such as launch events and executive round tables
- Attended tradeshow, professional association meetings and other networking events to meet journalists, explore new business opportunities and increase the reputation of Text 100 as an innovative and hands-on PR agency

AWARDS AND HONORS

- **American Advertising Federation's Silver ADDY Award (2013):** Member of award-winning team for Best Social Media (Single Platform) Campaign for work on Coca-Cola's London 2012 digital activation
- **American Advertising Federation's Bronze ADDY Award (2013):** Member of award-winning team for Best Digital Campaign for work on Coca-Cola's London 2012 digital activation
- **Webby Awards: People's Voice Award (2011):** Member of award-winning team who contributed to Sony's Xperia Studio campaign (www.xperiastudio.com)
- **Shorty Awards' Marketing Jury Member (2011 to Present):** Judge for annual social media marketing awards
- **Text 100 Annual Star Awards Nominee (June 2007):** Nominated by managers and colleagues for Rising Star
- **Text 100's Trusted Influential Advisor Award Recipient (October 2006):** Awarded by management for outstanding achievement in client relations and overall account work

EDUCATION

University of Kansas, 2000 – 2004

- Bachelor of Science in Journalism in Strategic Communications
- Bachelor of Arts in English