

Garrett Swink
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OVERVIEW

I have ten years of experience managing a wide range of integrated communications accounts for major companies, including Microsoft, Intel, Nestle, and The Coca-Cola Company. My specialty is data-driven content development and paid media strategy across digital and traditional platforms for B2B, B2C, public affairs, and internal communications programs. I have deep knowledge and hands-on experience in all aspects of account management and have been responsible for directing internal teams and outside vendors while managing day-to-day client communication and reporting.

EXPERIENCE

WE Communications – Director of Content & Channel Strategy (July 2021 – August 2022)

Clients: Intel, Microsoft, Alteryx, Brother

- Microsoft Store Creator Partner Program: Strategic and day-to-day operations lead for a TikTok and Instagram influencer campaign to drive awareness of Microsoft Store, in addition to holiday-related promotions
- Microsoft Sustainability Messaging Program: Robust content, paid promotion, and social channel strategy development to amplify key messages for “opinion elite” audiences related to Microsoft’s ongoing sustainability efforts
- Microsoft Internal Communications Strategy: Team lead in developing an internal comms plan, governance policy, and complimenting external social media strategy for Microsoft regional office sites
- Intel: Internal comms channel and content governance; Intel Newsroom content and channel strategy across social media platforms and YouTube
- Alteryx: Team lead for Alteryx social media consulting, including metrics reporting, content development, and placement strategy
- Brother: Digital and social media strategy planning and execution lead, including a TikTok and Instagram influencer program, as well as a YouTube channel refresh strategy

Ketchum – Managing Account Supervisor (April 2019 – July 2021)

Clients: Nestlé N.A., Tyson Foods, Ardent Mills, Corteva, Bunge Limited, ExxonMobil

- Managing supervisor of corporate accounts for Bunge Limited and Nestlé N.A.
- Worked with creative teams to concept, develop and execute brand awareness and integrated B2B marketing campaigns
- Oversaw traditional and digital paid media planning, creative development and placement
- Social media strategy, team oversight, and campaign execution (Facebook, LinkedIn, Twitter)
- Concepted and executed the development of Nestle Coffee mate’s Amazon Store presence
- Drafted, edited, and pitched press releases related to product launches and corporate partnerships to key industry platforms and publications
- Collaborated on paid influencer campaign planning for brand awareness
- Internal communications strategy and execution, primarily through intranet and employee app channels
- Thought leadership event planning and execution
- Oversaw the maintenance and updates to CMFeeltheLove.com for Nestlé N.A.
- Concepted a corporate podcast for Bunge internal communications, and oversaw the production of 20+ podcast episodes

GMMB - Account Supervisor, (2016 - 2019)

Clients: American Beverage Association, Fiat Chrysler Automobiles, United Health Group

- Concepted, built, and maintained large interactive websites, such as BalanceUS.org and CheckToProtect.org with a development team
- Oversaw a creative team in the concepting and execution of designs across a wide array of media platforms, including print, out of home, banner ads, social media content, collateral materials, mailers, and email blasts
- Coordinated with media placement teams to build campaign plans; maintained trackers for campaign flights and account budgets
- Built and executed local and nationwide grassroots canvassing campaigns, analyzed, and reported data as it pertained to consumer behaviors
- Managed film crews and planned logistics for video shoots at corporate headquarters and small businesses across the country; managed video editing team to finalize spots. Final versions of this video project can be viewed [here](#)
- Managed workflow and project trackers for account teams

Goddard Gunster – Account Executive (2015-2016), Account Manager (2011-2014)

Clients: American Beverage Association, The Coca-Cola Company, Walmart

- Campaign strategy planning and management; built and managed budgets, schedules, and calendars for print and video advertisement flights
- Median between creative department and clients regarding project expectations, edits, and final delivery
- Worked in tandem with digital, print, radio, and television ad placement vendors; maintained tracking documents of respective flights
- Built production budgets, oversaw logistics for TV and digital video productions
- Social media strategy planning, page and post promotion, social media budget recommendations, data analytics reports for client
- Research digests of quantitative cross tabs, creation of campaign messaging master documents
- Qualitative reporting of focus groups
- Collateral and field team management for ballot and legislative campaigns

PARALEGAL EXPERIENCE

Womble Carlyle Sandridge & Rice (2009 - 2010)

- Directed a complete reorganization of the firm's data tracking system to provide quick, easy access to firm documents
- Scheduled, prioritized, and managed workflow of research projects
- Supervised 4-5 temporary employees

Baach Robinson & Lewis (2006 - 2009)

- Condensed voluminous quantities of legal documents into concise summaries
- Drafted briefs, memos, and correspondence
- Edited and cite-checked briefs, memos, and correspondence
- Frequently communicated with, and assembled materials from, various US and international regulatory bodies, and federal and state courts
- Monitored publications for references to individuals and entities involved in cases
- Managed up to ten major cases at a time
- Reviewed, catalogued, and assembled court documents, correspondence, production materials, and general case information
- Assembled trial exhibits and worked with copy vendors regarding visual aids

St. Lawrence University - Canton, NY

Bachelor of Arts in English, 2006

- Concentration in creative writing and English literature
- Contributed articles to the St. Lawrence newspaper, The Hill
- Contributed fiction to the St. Lawrence literature magazine, The Stump