

ROBERT SHETTLEWOOD

CULTURAL RESEARCHER, SOCIAL MEDIA
& BRAND MANAGER



CONTACT

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EDUCATION

NEW YORK
UNIVERSITY
The Silver College of Arts
and Science and, 2022
Bachelor of Arts, Psychology

SKILLS

Professional

Time Management
Schedule Management
Project Planning
Presenting

Technical

-Data Analysis
-Qualitative Research
-Communicating through decks
-Fluent in social media
management tools like Sprinklr,
Spredfast, Hootsuite.
-Proficient in Microsoft Word,
Excel, Tableau and IBM SPSS
statistics software

PROFILE

An analytical and creative problem solver, cultural researcher, brand manager, storyteller, foodie, music & comic nerd, and a forever student-at-heart. An organized professional that can still thrive in high-pressure and chaotic work environments. A quick learner with project and brand management experience that will hit the ground running. A creative. An empath. A team-player and a leader.

EXPERIENCE

Social Media Manager, MadeIntheURL, New York, NY, — June 2020- Present

- Managing all social media channels for the blog through tools like Sprinklr, Spredfast, Hootsuite.
- Creating social media content rollout calendar including planning, scheduling, and posting across platforms.
- Using social analytics tools like Facebook Insights, Crimson Hexagon, Topsy, Netbase and Simply Measured to generate insights.
- Responsible for all creative copywriting across social platforms.
- Building a network of young creatives around the globe through social media outreach.

Trend and Consumer Insights Researcher, Converse, New York, NY — Jan. 2021- Nov. 2022

- Worked along side the Director of Consumer Insights as well as analysts from Western Europe and China to provide insights in quarterly macro-trend research presentation that informed and drove brand, social and comm strategy.
- Worked closely with footwear and apparel design teams, delivering insights and easy-to-understand presentations.
- Conducted consumer interviews, leading focus groups, and connecting the brand to underrepresented communities and sub-cultures around NYC.

Campus Brand Manager (Internship), Timberland, New York, NY — July 2021- Jan. 2022

- Drafted creative pitches and social media captions (and tweets) to captivate a younger, trendier audience.
- Coordinated a social media content schedule and presented social media research based on micro-communities and trends on Tiktok, Instagram, and Twitter. Planned and budgeted campus-wide Timberland events at NYU and used social media and e-mail to optimize brand reach within the on-campus community.
- Created sponsored social media content and tracked KPI to deliver insights.