

LESLIE ROSE

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PROFESSIONAL SUMMARY

Former head of social media for the number one kids' music brand with proven success in increasing online engagement and album sales through social campaigns → Current web developer who's especially passionate about the front-end of kids' applications and is seeking a role at a company where she can continue to learn and excel while making a positive impact.

PROFESSIONAL EXPERIENCE

2009 — 2018

MANAGER OF SOCIAL MEDIA & ONLINE COMMUNITY; SOCIAL MEDIA COORDINATOR & LEAD COMMUNITY MODERATOR KIDZ BOP

Developed a social media strategy that organically increased the brand's Facebook fan base by 127% in less than 6 months

Created, published, and moderated social content across over twenty-five official KIDZ BOP and KIDZ BOP Kid social media accounts on a daily basis

Built and managed social media campaigns that significantly grew the brand's fan base thus increasing album clicks

Worked closely on social media posts, videos, and campaigns with partners including LEGOLAND, YouTube, LiveNation, Amazon Music, iTunes, DreamWorks' Trolls, Juicy Juice, Furby, SiriusXM, Spotify, The Harlem Globetrotters, Banana Boat, and Build A Bear, and strengthened social engagement and brand awareness between the KIDZ BOP brand and our partners through interactive, relevant, and fresh content

2010 — Present

CREATOR | PRODUCER | PUPPETEER Bleeckie Streetie

Nominated for a Lonestar Emmy in 2012

Featured on the Dallas/Fort Worth NBC affiliate, in The Dallas Morning News, and on the Dallas Observer website

Projects include collaborations with the Dallas Symphony Orchestra and several nationally touring musicals

2008 — 2010

DOMESTIC RESEARCHER Sesame Workshop

Conducted research studies to assess children's response to Sesame Workshop's television programs, apps, and computer games including testing of the first season of *The Electric Company* reboot

2009 — 2010

DEVELOPMENT & PRODUCTION INTERN Teen Nick & Nickelodeon

Assisted with the development, delivery, and marketing strategies of new and returning live-action and animated shows such as one of Teen Nick's highest rated shows, *Degrassi: The Next Generation*

Prepared and organized materials for large scale award shows including the Kids' Choice Awards and HALO Awards

2008 — 2009

MEDIA SPECIALIST The Neighborhood School

Taught students how to use Scratch, the programming language and online community created by the MIT Media Lab's Lifelong Kindergarten group

Created a collaborative NYC Water Supply System activity for 3rd grade students, which won first prize in the Department of Environmental Protection's NYC Water Supply Contest

SKILLS

WEB DEVELOPMENT

HTML, CSS, Bootstrap, Node.js, JavaScript, jQuery, Github, MySQL, Firebase, Media Queries, APIs, JSON, AJAX, Express, the command line

CONTENT CREATION

Adobe Creative Cloud, Microsoft Office Suite, Final Cut Pro, Copywriting, Screenwriting, Illustration, Voice, Cello, Puppetry

CHILDREN'S PROGRAMMING

Children's Online Safety Practices, Research, Content Moderation, Fan Engagement and Interaction

SOCIAL MEDIA PLATFORMS

Facebook, Instagram, Musical.ly, Snapchat, Twitter, YouTube, PopJam

PROJECTS

BROADWAY HANGMAN [CODE](#) | [PLAY](#)

Hangman game featuring dynamically updated HTML and CSS powered by Javascript.

bit.ly/rosehangman

'FRIENDS' TRIVIA GAME [CODE](#) | [PLAY](#)

Trivia game that utilizes timers, Javascript for the logic, and jQuery to manipulate HTML. bit.ly/rosetrivia

WHAT THE TEXT?! [CODE](#) | [VIEW](#)

App where users can share their funniest, craziest, & most 'What The Text?!'-worthy convos.

bit.ly/rosewhatthetext

FIDO FINDER [CODE](#) | [VIEW](#)

Fido Finder is a full-stack app that takes in results from users' surveys and compares their answers with those from other users to find the most pawesome match for them.

bit.ly/rosefidofinder

EDUCATION

2018

FULL-STACK WEB DEVELOPMENT CERTIFICATE

Southern Methodist University Continuing and Professional Education

An intensive 24-week long boot camp dedicated to designing and building web applications. Skills learned consisted of HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node.js, MySQL, MongoDB, Express, Handlebars.js, & ReactJS

2008 — 2010

MASTER OF ARTS IN CHILDREN'S MEDIA

New York University

Thesis: Integrating Music Literacy Into Children's Television

Awarded the Gallatin Dean's Scholarship and Richard Essey Scholarship

4.0 GPA

2004 — 2008

BACHELOR OF ARTS IN PSYCHOLOGY

BACHELOR OF ARTS IN CINEMA-TELEVISION

Southern Methodist University