

Tracy Anne Hepler

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Strategist with expertise executing digital platform, social media, mobile, community engagement and digital content programs for global clients, funded startups and Fortune 100 brands.

EXPERIENCE

BBDO, Director of Content, Digital Strategy (June 2014 – present)

Digital strategy director focused on content development and strategic planning for the AT&T mobility business. Responsible for integrated campaign development, creative briefings, content planning, media planning and platform innovation.

R/GA, Associate Director, Mobile and Social Platforms (September 2011 – May 2014)

Lead strategist across multiple accounts and new business pitches. Craft strategic approach, optimize existing executions, build out long term content engagement and community growth strategies across major social, digital and mobile platforms. Promoted annually from social media strategist to senior social media strategist to associate director of mobile and social platforms.

- Architect of Social Content Studio offering for Mobile Social Platforms Group.
- Develop and present new business pitches, campaigns and platform recommendations.
- Craft digital, social and content strategies for brands that increase brand reach, fan/follower base, participation and increased engagement rates by 91%.
- Develop global social media approach, playbooks and workflows for brands expanding into new markets.
- Establish best practices through collaboration with analytics departments to ensure success metrics and KPIs are met.
- Partner with creative teams during ideation to infuse social user behavior mechanics into the core concepts and campaign work.
- Work with community managers and content strategists to develop evergreen content production and real time social response systems for brands, live events and Television premieres.
- Experience across multiple verticals including entertainment, CPG, beauty, luxury, financial services and medical devices. Clients include Coca Cola, MakerBot, ACUVUE, L'Oreal, MasterCard, Samsung, A&E, TNT, Walmart, Unilever.
- Manage and lead teams around key activations, including real-time events.

Total Beauty Media INC, Social Media Community Manager (September 2010 – August 2011) Developed and executed marketing strategies designed to increase new/returning organic traffic visits, enhance user engagement with content, and drive campaign participation and overall growth across online properties.

- Increased subscribers, followers, and 'likes' by over 150% in under two quarters, through development of viral content including videos, blog posts, social contests and sponsored sweepstakes.
- Established internal online community, managing its growth to reach 1.5 million page views in less than two quarters.
- Integrated social programs and engagement features platform wide, including with ad sales, editorial, email marketing and product development teams to integrate social programs and engagement features platform wide.
- Tactical leader for all Facebook and Twitter marketing strategies and ad campaigns.

Your Daily Thread, Co-founder (YourDailyThread.com) (February 2008 - April 2011)

Conceptualized award-winning website for eco-curious women, distributed online and in a daily email. Oversaw day-to-day activities of site and served as the managing editor till December 2010. Built site, brand and community from ground-up and managed team of 8 while also serving as business development lead. Organically grew user database and through link exchange, SEO, content partnerships, social media marketing and word of mouth to over 5000 email subscriptions, over 3000 Twitter followers, 2500 Facebook likes and a monthly average of 30,000 pages views.

- Created compelling editorial and advertorials content with an above industry average open rate, which has been picked up by major media outlets including NBC LA, The LA Times, The Huffington Post and AOL.
- Produced and hosted compelling viral video content for YouTube's Next New Networks reaching over .5 million views.
- Organized campaigns, sourced sponsorship and promoted events in partnership with Yelp.com, Pink Cloud Events and Unique LA, Southern California's premiere independent design show drawing over 11,000 attendees.
- Built, managed and hired team of 8 contract employees and interns in editorial, dev and creative departments.
- Secured online advertising sales deals with regional small businesses and national brands.

Production Assistant, "My Own Worst Enemy" NBC and "My Boys" TBS, 2008

Assistant to executive producers, writers and production staff.

Writers' Assistant, "Breaking Bad" Sony Pictures, 2007

Primary assistant to staff writers, executive producers and shower runner. Ran office management and operations.

EDUCATION

University of California Santa Barbara, Class of 2005

Bachelor of Arts, double majors in Cultural Anthropology and Communications, Deans Honors.

SKILLS Adobe Photoshop, Indesign, basic HTML, Google Apps, social media managing platforms (Sprinklr), analytics tracking tools (Google, Omniture), MS Office. Fluent in Spanish.