

MASHA MURAKHOVSKY

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EXPERIENCE

SKILLS & TOOLS

- ✓ Social Media & Content Strategy
- ✓ Creative Briefs
- ✓ Project Management
- ✓ Social Measurement & Analytics
- ✓ Community Management
- ✓ Paid Media
- ✓ Influencer Marketing
- ✓ Playbooks + Toolkits
- ✓ Social Listening
- ✓ Team Management
- ✓ Client Management

Insights: Google Trends, Global Web Index, LS:N Global, Facebook IQ, Quantcast

Social Listening: Netbase, Radian 6, Crimson Hexagon, Sprinklr

Social Media: Julius, Expion, Spredfast, Curalate, Hootsuite, Percolate

ACCOMPLISHMENTS

- Created impactful demand for the new Amex Delta SkyMiles Cards, **reaching 20M+ Card Prospects**.
- Cannes Lions 2019 - **Glass Lion for Change, Silver** for Dove US.
- Increased sales for Dove US, including a **7x lift over CPG benchmarks**.
- Helped create Hanes' **most engaged social campaign**, collaborating with Michael Jordan.
- **Drove 40M+ Impressions** for Nestle's Skinny Cow Masterbrand launch

EDUCATION

*Bachelor of Arts in Advertising/PR
Minor in Art History*

University of Central Florida

Digital Media Marketing Certificate
New York University School of Continuing and Professional Studies

Day One Agency | Director, Digital Strategy - NY, NY

November 2019 – April 2020

Clients: American Express, Delta, Marriott

Oversaw American Express social lending programming, through the development of social and digital activations in collaboration with PR, talent and influencer.

- Launched the global refresh of the Delta Amex SkyMiles Cards across social, earned media and celebrity amplification.
- Managed the creation of client briefs, leading to extended project scopes and additional social programs for Delta, American Express & Marriott.
- Worked closely with agency senior leadership to identify business and growth opportunities on an ongoing basis.
- Managed and provided mentorship to four junior team members.

Publicis Sapient | Supervisor, Social Strategy - NY, NY

May 2018 – November 2019

Clients: Unilever

Functioned as the Social Integrated Agency team lead for Dove US and Baby Dove, serving as point of contact for social best practices, ensuring that above-the-line creative campaign work was extended on social.

- Collaborated on the global social strategy for Dove's *Project #ShowUs*, an industry changing campaign and winner of the 2019 Cannes Lion for Change.
- Created and distributed a global social toolkit for Dove's personal wash product launch.
- Inspired creative teams through briefs and insights to concept, ideate and execute social and influencer marketing campaigns across platforms and markets.

360i | Senior Social Marketing Manager - NY, NY

November 2013 – April 2018

Previous roles: Community Manager, Social Marketing Manager

Clients: Kraft, Nestlé, Diageo, Hanes and Champion, Subway

Executed interactive campaigns, social creative and led community management across CPG brands and multiple platforms through social first partnerships, in close collaboration with Creative and Paid Media teams.

- Produced integrated social strategies for online and offline activations.
- Designed and contributed to client facing workshop series including, ephemeral content and augmented reality best practices.
- Initiated and implemented measurement plans, tying business objectives to KPIs and creating benchmarks for more efficient measurement of campaigns.
- Authored industry POVs for agency and client education, publishing multiple 360i blog posts for external communication.
- Supervised, motivated and trained junior members of the Social Marketing department.

Cohn & Wolfe | Account Executive - NY, NY

January 2011 – November 2013

Previous roles: Assistant Account Executive, Digital Strategy Intern

Clients: Toyota, Colgate, Allegra, Walmart, MasterCard, 3M

Provided digital strategy and community management with a focus on social monitoring, social audits and blogger relationships.