

# MASHA MURAKHOVSKY

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## EXPERIENCE

### 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

### 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, Brandwatch, Crimson Hexagon, Sprinklr

**Social Media:** Spredfast, Curalate, Hootsuite, Percolate, Fooji

### 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**

#### **YouTube/Anchor Media LLC | Social Strategy Lead**

August 2020 - Present

*Operational strategy for YouTube's global social editorial team.*

- Formalized YouTube's planned social approach for 2021, steering strategy, OKRs and workflow processes for the global social team.
- Steers internal corporate merchandising, global brainstorming and workshops for cross-function teams.
- Implemented a standardized reporting process and performance framework, overseeing all global social channels.
- Manages projects and briefs working closely with cross-functional stakeholders including strategy, operations, analytics and creative.

#### **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.
- Generated client briefs, leading to extended project scopes and additional social programs for Delta, American Express & Marriott.
- Partnered with agency senior leadership to identify business and client growth opportunities.

#### **Razorfish | 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 and 2020 Silver Effie for Social Good.
- Created and delivered global social & digital toolkits for Dove's personal wash product launches.
- Inspired creative teams through briefs to 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 through social first partnerships, in collaboration with Creative teams.*

- 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 client communication.
- Supervised, motivated and trained junior members of the Social Marketing department.