

KAREN SALAMA

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New York, NY/San Francisco, CA

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SUMMARY

Accomplished **Digital Communications Expert** with extensive experience in social media/digital strategy, project and brand management, seeking position within an institution-with a global focus. Innovative, creative and strategic thinker. Ability to leverage content through relationships to enhance thought-leadership and brand awareness. Successfully manage, organize and engage clients and colleagues. Committed to achieving results. Proficient in French. Experience includes:

- Social Media Strategy/Campaigns
- eCommerce/Website Development
- Event app development
- Project Management
- Traditional and Digital Marketing
- Developing Digital Partnerships/Relationships
- Brand Management

PROFESSIONAL EXPERIENCE

PROJECT CONSULTANT, New York, NY & San Francisco, CA

2008 – Present

MARKETING, SOCIAL MEDIA STRATEGY, DIGITAL COMMUNICATIONS AND EVENTS

Develop online presence and digital media strategies for private and non-profit sector brands. Coordinate traditional marketing and promotional programs. Plan and develop events including film festivals, lectures, launch parties and networking series

- Manage operational, marketing and development strategies including websites, blogs, podcasts, video content/editing, livestreaming, social networking tools and digital focus within event productions
- Facilitate and develop relationships with partner organizations/companies to increase brand awareness and growth
- Build strategic partnerships with social media platforms, potential investors, clients and product contributors
- Guide digital/communication strategy, increase awareness and incorporate digital tools into day to day practice
- Increased online awareness of **The New York Forum** conference through social networks, blog, online public relations, iPad/iPhone app, etc. Doubled click-through and impression numbers in a 3 month timeframe. (www.ny-forum.com, #nyf11)

Clients include: Yasmolive, Richard Attias & Associates, Healthination/Schering-Plough, WPP (JWT Advertising, Sudler), EnMasse Magazine, NBA, Pinacotecanyc, GTPR Public Relations, Jacob Peres Public Relations

Non-Profit clients include: CFR, Museum Without Walls (working title), Dreamalings, International AIDS Vaccine Initiative, CJH/ASF

WEBER SHANDWICK GLOBAL PR, New York, NY

2007 –2008

VICE PRESIDENT: SCREENGRAAB, INTERACTIVE (including eCommerce) & SOCIAL MEDIA

Established online initiatives and promoted digital capabilities for largest PR firm worldwide. Pitched and developed digital business opportunities for new and existing clients encompassing consumer, technology, travel, corporate and healthcare sectors. Co-managed workload of all incoming and ongoing business ranging from \$50K-\$2M. Managed P&L of screengrab division.

- Generated \$1.65M of client engagements-within one year
- Created internal operational structure of screengrab division including methodology, case studies and marketing through exposure generated from panel discussions, articles and award submissions
- Co-developed social media monitoring tool (Radian6) for the public relations industries
- Hired (12+ employees) screengrab staff for NY office including hiring, creating partnerships for WS and consulting work
- Oversaw the development to deployment stages of website builds (SOW, creative brief, wireframes, technical documents including functional specs and QA) through management of timelines, budgets, resourcing
- Clients included: Honeywell, Intercontinental Hotel Group, Unilever, Colombian Coffee Federation, MasterCard

GREATER THAN ONE INTERACTIVE, New York, NY

2006 –2007

DIGITAL PRODUCER/ACCOUNT MANAGER

Developed and implemented strategic online initiatives to improve brand identity and positioning using creative web design, advertising programs and improved user functionality. Managed staff of ten.

- Grew customer base and brand awareness through SEO/SEM initiatives
- Developed and managed client project plans including the negotiation of budgets up to \$2M, the implementation of project timelines, the creation of financial projections, the supervision of human resources and the realization of cost cutting efforts
- Conducted market research through competitive analysis/usability to create superior positioning online relative to industry standard
- Clients include BET, Medtronic, NovoNordisk

RUDER FINN Public Relations, New York, NY

2005- 2006

INTERACTIVE MARKETING PRODUCER

Executed global marketing strategies and successful website builds. Led and managed multi-disciplinary teams (technology, production, creative, strategic).

- Researched and recommended creative branding initiatives to clients seeking innovative ways to position brands online
- Managed development and negotiation of budgets, administration of project timelines and deliverables and implementation of cost cutting efforts

GRACIOUS HOME, New York, NY

2003- 2005

E-COMMERCE ENGAGEMENT LEAD/MARKETING MANAGER

Developed and implemented conception and execution of the retail chain's e-commerce business strategy, supervising a six person team. Performed costing & competitive analyses.

- Created online business and generated over \$500,000 in sales revenue in first year
- Produced, implemented and managed online marketing plan focused on brand initiatives, product positioning, product mix and target customers. Created timelines and oversaw budgets
- Trained internal departments on aspects of e-commerce business
- Performed research and market analyses to develop financial projections related to deployment of the e-commerce business

CHRISTIE'S AUCTION HOUSE, New York, NY

2001 –2003

MARKETING MANAGER

Developed comprehensive marketing and promotional strategies for specialty departments ranging from direct mail (print and interactive) to advertising and special events.

- Oversaw the development and execution of new business strategies for a minimum of ten specialist departments
- Created sales and forecasting reports designed to identify and analyze current revenue streams, market trends and opportunities

marchFIRST (formerly USWeb/CKS) , New York, NY

1999 –2001

ASSOCIATE PROJECT MANAGER

Managed all aspects of online branding initiatives including the transition of offline brands online, brand development and rebranding of merged companies.

- Developed and negotiated budgets up to \$3.5M.
- Involved in all areas of e-commerce project management functions (from development through deployment) as leader for website development teams including technology, production, creative, and strategic

Between the years of 1995-1999, I was an art director/stylist in both print publishing/websites. Places of employment: Grammy Awards/NARAS (contract position: 1995), Gentry Magazine (1995-ongoing) Wine Spectator Magazine (1996-1999).

EDUCATION

Intermediate Level Certificate in Wine (for the trade), 2003

International Wine Center, New York, NY

Advanced Marketing Coursework: Positioning and Brand Development, 1999

New York University, New York, NY

Post-graduate Diploma in Fine & Decorative Arts, 1994

Sothebys Educational Programme/University of Manchester, London, UK

Bachelor of Arts in History of Art and Western Literature (dual degree), minor in Photography, 1993

University of Western-Ontario, London, Ontario, Canada

VOLUNTEER ACTIVITIES

Guggenheim Museum, MoMA, ASF/CJH, Golden Networking, Children's Aid Society, ASPCA

References upon request.