

RYAN MATTIMORE

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EXPERIENCE

SOCIAL MEDIA CONTENT STRATEGIST | BBC Studios: BritBox | New York, NY | 04/21 - Present

- Develop and execute organic social strategy focusing on expanding brand awareness.
- Create social content calendar and oversee creative asset production from brief to deliverable.
- Lead cross-functional projects for event coverage, digital activations, and title marketing campaigns.
- Supervise community managers and in-house creatives, project freelancers, and an intern.
- Report on campaign KPIs, use social listening to monitor brand perception, present campaign metrics.
- Driven net global follower growth across all platforms:
 - Facebook 50% growth (1.1M)
 - Instagram 194% growth (141K)
 - Twitter 65% growth (17.7K)
 - YouTube 65% growth (298K)
 - TikTok 100% growth (163K)
 - Threads 100% growth (25K)

Highlights:

Director of BritBox's social media red carpet show for the BAFTA Film ('23,'24) and TV ('24) Awards
Launched global accounts and strategy for BritBox South Africa and BritBox Nordic

SOCIAL MEDIA CONTENT & STRATEGY MANAGER | Color of Change | New York, NY | 12/20 - 04/21

- Launched vertical video content for Black History Month partnership with black haircare brands.
- Planned and executed campaigns in conjunction with internal advocacy teams and agencies.
- Reported on content performance, used analytics to set KPIs and optimize performance.
- Oversaw the creative process from briefing and supervising production to approving final assets.

SOCIAL MEDIA & CONTENT STRATEGY MANAGER | Paley Center | New York, NY | 12/19 - 12/20

- Produced weekly and semi-monthly analytics reports with content optimization recommendations.
- Edited video, took photos, and did live social media coverage for all events and exhibitions.
- Implemented social video content strategy for Facebook and YouTube, resulting in:
 - Facebook engagement rate up 2% Views up 272% year over year
 - YouTube 27% sub growth to 155K Views up 10M year over year

SOCIAL MEDIA MANAGER | A+E Networks: HISTORY | New York, NY | 07/17 - 10/19

- Managed content strategy and publishing across all History brand platforms, drove growth:
 - Facebook 4% growth to 44M
 - Twitter 29% growth to 2.2M
 - Instagram 150% growth to 5M
- Supervised a team with a community manager, photo editor, and two dedicated designers.
- Collaborated with paid social team to boost posts and coordinate with outside partners.
- Directed asset production including videos, graphics, and gifs via the internal creative team.

Highlights:

Authored multiple research-based articles as online content for History's editorial platforms.
Part of the team that launched History's show Project Blue Book at SDCC 2018.

SOCIAL MEDIA MANAGER | Museum of the City of New York | New York, NY | 09/15 - 06/17

- Executed comprehensive organic and paid social strategies, with meaningful growth:
 - IG 256% growth to 26.7K
 - Facebook 53% growth to 51.9K
 - Tumblr 3820% growth to 19.6K
- Planned content and engagement strategies in alignment with the museum's web team.
- Monitored online discussion across various platforms and created actionable content suggestions.
- Created Facebook Ads, ran campaigns and boosted organic posts.

Highlights:

Piloted a traveling mobile social media engagement booth for street fairs and community events.
Ran all live social media coverage for the museum's 30+ hour opening party.

EDUCATION

MA Global Ethics

King's College London
Dickson Poon School of Law
London, England
2012 - 2014

BA Theater & US History

Northwestern University
School Of Communications
Evanston, IL
2007 - 2011

SKILLS

Social Tools: Sprinklr, Hootsuite, Sprout, Falcon, Emplifi, Meltwater, Meta Business Manager, Echobox, Dash Hudson, Twitter Studio & Ads Manager, TikTok Business Manager, Native Analytics

Web: Drupal, Tempest, Parse.ly, Airtable, Monday, WordPress, Google Analytics, Dropbox

Other: MS Office (Word, PPT, Excel), iWork, Google Apps, Photoshop, Premiere, Adobe Express, Canva, Kapwing, CapCut

PORTFOLIO

rmattimore.com