



Catrina Dennis

Social Media Expert and Content Producer



Personal Info

Phone number and references available upon request.



Experience

2017-04 - present

Social Media Director

Wizard World Comic Con

- Produces live event activations on the show floor with celebrity guests to engage fans at home and boost ticket sales. Works with influencers to create relevant content via Instagram Story, Twitch & Facebook Live.
- Plans and manages a monthly content calendar covering the circuit's floor events, exclusive products, promotional partnerships, and original content for twenty markets across the US.
- Leads a team of three social media coordinators and dispatches them to different shows for live coverage.

2014-01 - 2017-04

Community Manager

BLT Communications

- Created social media campaigns for various television shows on Amazon, Netflix, Saban and Disney XD.
- Created seasonal taglines for shows like Bojack Horseman, Power Rangers: Dino Charge and Mozart in the Jungle
- Worked with a team of Community Managers to write ad copy and script commercials alongside BLT's design department.

2013-05 - 2014-09

Social Media Manager

Geek & Sundry

- Managed a large fandom-centric community, bridging gaps between fans with massive differences and creating a positive space online for them to interact.
- Created several social media campaigns to promote various web shows and events, including the company's annual TableTop Day and the launch of Spellslingers.
- Produced on-location livestreams at major company events (red carpets, International TableTop Day, show launch parties) by creating social media shot lists to work in tandem with the production schedule, with the objective of making fans at home feel just as welcome as any fans at the actual event.



Education

2008-01 - 2011-02

New York University

Used all completed credits at Valencia to transfer with two earned grants. Graduated with a Bachelor's of Science in Marketing during the very early rise of social media, giving me the opportunity to grow with the culture and change my methods as quickly as social media itself changes.

2007-08 - 2008-01

Valencia Community College

Core classes completed on a campus right by Walt Disney World - and partially designed by the Walt Disney company, as well!

E-mail

catrinadennis@gmail.com

WWW

ohcatrina.com/about

LinkedIn

linkedin.com/in/catrina-dennis/

Twitter

twitter.com/ohcatrina



Skills

Director & Producer, Social Content ●●●●●

Social Media Management ●●●●●

Live Event Production & Livestreams ●●●●●

On-Camera Hosting ●●●●●

Fan Liaison & Community Nurturer ●●●●●

Journalism & Pop Culture Editorial ●●●●●

Narrative Designer ●●●●●

Copywriting ●●●●●

Web Design & CMS Familiarity ●●●●●