

# CECILLIA BARR

[CVBARR@GMAIL.COM](mailto:CVBARR@GMAIL.COM) | 561-308-7147

## SKILLS AND PLATFORMS

Content strategy	Project management	Sprinklr/ NetBase	Problem-solving
Digital marketing	Data analysis	Canva/ Photoshop	Storytelling
Influencer marketing	Talent relations	Jira/ Workfront	Leadership

## PROFESSIONAL EXPERIENCE

**Director, Social Media** January 2022 – May 2023

**Morgan Stanley** New York, NY

- Increased total social engagement by 17% YOY by elevating a global multichannel social strategy
- Designed a campaign content strategy that resulted in a 52% increase in engagement
- Led TikTok and Instagram influencer campaigns
- Managed and utilized relationships with stakeholders and senior leaders
- Established an executive social program to elevate firm reputation and reach
- Ran a center of excellence with digital marketing and social technologies

**Director, Marketing (Contract)** October 2019 – January 2022

**Palette Media / Mass Appeal** New York, NY

- Established TikTok as an effective brand marketing strategy for global brands, including Paramount, Activision, IGK Hair, and R+Co
- Tracked and analyzed social data for O&O channels and competitors
- Managed marketing, brand and creative strategy teams
- Oversaw creative production
- Managed RFP process for digital and social media marketing campaigns

**Creative Project Manager** July 2018 – October 2019

**VaynerMedia** New York, NY

- Led creative projects for social, digital, OOH, TVC, and print with budgets from \$5K - \$2M for Anheuser-Busch, PepsiCo, Johnson & Johnson
- Tracked project timelines, staffing, budgets and deliverables for full lifecycle of projects
- Improved workflows and productivity by implementing agile methodologies
- Drafted and executed working MSA, SOW, VSA and CO contracts

**Senior Manager, Digital Marketing and Strategy** June 2015 – July 2018

**Roc Nation** New York, NY

- Designed and executed content and digital marketing strategies for Roc Nation Sports clients, a luxury apparel brand and artists with a total audience of over 300M
- Grew social audiences by over 50% YOY for over 30 professional athletes, artists, and brands
- Monitored and analyzed social listening data to drive sponsorship and D2C revenue
- Established and supported partnerships with relevant industry stakeholders and talent

**Social Media and SEO Specialist** September 2012 – January 2014

**Launch That** Orlando, FL

- Built high-profile backlinks, optimizing O&O businesses for top 10 Google search rankings
- Featured on a Huffington Post Live panel, representing Debt.org, as a Content Contributor

## EDUCATION

**Marketing**, Bachelor of Science in Business Administration

**University of Central Florida** | May 2013