

CORY MARYOTT

(310) 753 5451
maryottcj@gmail.com
www.corymaryott.com

EDUCATION

University of California Berkeley
B.A. Landscape Architecture
Aug. 2010 — Aug. 2014
Berkeley, CA

Fluent in:

- + Photoshop
- + Illustrator
- + InDesign
- + Premiere
- + Keynote
- + Sprout Social
- + Japanese

Dabble in:

- + Looker
- + Spanish
- + Mandarin

Hello,

I'm a social media marketer, as well as a commercial lifestyle and food photographer. I build brand narratives across social channels by strategically creating world-class content to drive brand awareness and strengthen relationships with customers.

WORK

Social Media Manager

Madison Reed

Feb. 2018 — Sept. 2018
San Francisco, CA

- + Led organic social media channel strategy, content production and distribution.
 - + Focused on growing content engagement to build audience, as a lever to drive non-paid revenue across channels, all while crafting a consistent and elegant brand presence.
 - + Measured and reported on content and channel performance.
 - + Reported to CMO directly.
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Social Media Manager + Photography Lead

NatureBox

Mar. 2017 — Dec. 2017
Redwood Shores, CA

- + Led all organic social media channel strategy, and content production.
 - + Created photo, video, and copy for organic social media posts across all channels.
 - + Lead all in house photography for product catalog, website, email marketing, organic social media, and paid social media.
 - + Developed photography brand/art direction guidelines.
 - + Built out in-house photography studio.
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Social Media Manager

Munchery

June 2016 — Jan. 2017
San Francisco, CA

I worked between marketing and creative teams to plan, generate, edit, publish, and share engaging social media content.

- + Managed all social media channels' content strategy and distribution
 - + Created multimedia content (photos, blogs, Boomerangs, Instagram Stories, etc.) for distribution across social media channels.
 - + Developed, filmed, and edited food video content for social channels.
 - + Increased Reach of organic posts on Facebook by 16x without spend.
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Photographer

Munchery

Nov. 2015 — June 2016
San Francisco, CA

- + While working with Munchery's photography team, I created a variety of food photos for both web and social channels.
 - + Guided team through photo shoots, ensuring everything was styled and photographed timely and accurately to the expectations of the Culinary and Marketing teams.
 - + Styled props and food items to create a variety of looks for food products.
 - + Learned an amazing recipe for guacamole.
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Photographer

Freelance

Aug. 2014 — Present
San Francisco, CA

- + Clients include: Everlane, Airbnb, Lyft, Google Photos, ZICO, Hotel Tonight, REI, AT&T, Made Eyewear, Need Edition, DIN, Butchershop Creative, Photojojo, Abacus Row, This Is Ground, Outside Lands, 1 Hotels
 - + Suggested User on Instagram, over 60,000 followers. Hosted several Instameets, including meets for World Wide Instameet 11, 12, and 13.
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ABOUT

Outside of work I'm a huge foodie and more recently a lover of fragrances and perfumes. My one claim to fame is my face on the App Store under the Boomerang app from Instagram. I spend a lot of time thinking about Three Twins Vanilla Chocolate Chip ice cream.