

CORY MARYOTT

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Education

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

Tools

Photoshop
Illustrator
InDesign
Premiere
Keynote
Sprout Social

Skills & Strengths

Social Media Strategy
Creative Strategy
Design Thinking
Reporting
Copywriting
Visual/Graphic Design
Presentation Design
Photography
Photo Creative Direction
Basic Video Editing
Basic Audio Editing
Empathy

Languages

English (Native)
Japanese (Fluent)

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▲ Hello there,

I'm a San Francisco based social media strategist. I couple my wide-ranging curiosity with a background in design thinking to help teams develop and implement creative strategies that bring their brand narratives to life.

Social Media + Creative Manager

Palm

Oct. 2018 — Present
San Francisco, CA

- › Led social media strategy and content production for the revival and relaunch of the Palm brand—launched brand new product and piloted brand messaging across social media channels.
- › Grew audiences from zero to over 51,200 on Instagram; 5,000 on Twitter; 2,000 on Facebook.
- › Garnered 42.2 million impressions across all channels in 1 year.
- › Art directed photo shoots, guided creative production, and established creative strategy that effectively assesses customer needs and how to adapt marketing efforts to speak to them.
- › Leveraged Japanese cultural knowledge and language fluency to launch Palm's Japan market expansion with native customer interactions on social media channels.

Social Media Manager

Madison Reed

Feb. 2018 — Oct. 2018
San Francisco, CA

- › Led organic social media channel strategy, content production and distribution.
- › Adapted brand into consistent and elegant presence to drive awareness and engagement across owned media channels.
- › Worked directly with CMO to track success metrics across channels and adjust strategy to meet OKRs.

Social Media Manager + Photography Lead

Naturebox

Mar. 2017 — Dec. 2017
Redwood Shores, CA

- › Built Naturebox's in-house photography studio from the ground up, managing everything from equipment procurement to designing photo brand and art direction guidelines.
- › Partnered with brand marketing team to lead social media strategy across core narratives.
- › Led end-to-end social media content production and implementation managing photography, video, copy, calendaring and audience engagement.
- › Designed art direction standards and guidelines; served as house photographer providing assets for use across all brand channels including blog, e-comm website, organic and paid social media channels.

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, production and distribution.
- › Developed, filmed, and edited food video content for social channels.
- › Increased Reach of organic posts on Facebook by 16x.

Photographer

Munchery

Nov. 2015 — June 2016

- › While working with Munchery's photography team, I created a variety of food photos for both web and social channels.

Photographer

Freelance

August 2014 —
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