

CORY MARYOTT

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www.corymaryott.com

Education

University of California, Berkeley

B.A. Landscape Architecture

Aug. 2010 — Aug. 2014

Tools

Photoshop

Illustrator

Figma

InDesign

Premiere

Keynote

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,

I'm a San Francisco based creative strategist driving impact for brands through integrated digital marketing. My background in architecture and photography—coupled with my marketing experience at major direct-to-consumer brands—grounds my approach to marketing work with a deep understanding of solving problems for the end user and maintaining aesthetic sensibility.

Social Media + Creative Manager

Oct. 2018 – Sept. 2020
San Francisco, CA

Palm

- › 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 1st 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

Feb. 2018 – Oct. 2018
San Francisco, CA

Madison Reed

- › 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

Mar. 2017 – Dec. 2017
Redwood Shores, CA

Naturebox

- › 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

June 2016 – Jan. 2017
San Francisco, CA

Munchery

- › 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

Nov. 2015 – June 2016
San Francisco, CA

Munchery

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

IF YOU PLEASE,

 www.corymaryott.com