

Drew Elovitz

Drew.Elovitz@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL EXPERIENCE

Stash, New York / London

Senior Director of Social Media, Influencers & Partnerships, 2022 - Present

- Built the first-ever dedicated social media team including a designer, copywriter, strategist, and external agency partners
- Launched Weekly Scan financial update series on Instagram increasing engagement by 14% YoY
- Strategized, produced, and launched the brand's Tik Tok account with 10 original videos
- Sourced, negotiated, and contracted partnerships with talent across verticals and regions
- Crafted social copy for CEO, HR, and employees adhering to strict compliance regulations
- Partnered with PR and legal to establish social media guidelines in support of employer brand, awareness, engagement, and recruitment efforts
- Created marketing and content strategy roadmaps supporting new product launches, UX/UI changes, brand development, creative, and events
- Partnered with data engineers to develop an internal social media monitoring dashboard with automated reporting to C-suite stakeholders for increased visibility of performance and alignment with brand KPIs

Clique Brands, New York / Los Angeles / London

Global Director of Content Strategy, 2017 - 2022

- Oversee original content production and distribution across Who What Wear, The/Thirty, Byrdie, and MyDomaine in US and UK
- Achieved Best Year Ever stats across PVs, UVs, and Affiliate metrics for both US and UK markets (+58% globally YoY)
- Conceptualize, pitched, and executed Shopify's first-ever partnership with a media brand to launch the Shop App netting \$100k+
- Develop a cross-functional production matrix to align with franchise development, sales needs, and company KPIs
- Produce cross-brand weekly insights reporting for editorial staff, branded content team, sales, and C-suite executives
- Transition editorial production from quotas to KPIs expediting growth (page views +20% MoM, production +60% YoY in '18)
- Managing Director of operations between AdOpps, Audience Development, Editorial, Branded Content, Bookings, and Creative
- Supervisor of 15+ contributors including art, copy, data, SEO, affiliate, social media, newsletter, talent, and partnerships
- Contribute regularly to RFPs, C-Suite level and stakeholder reporting, and quarterly fiscal planning for all editorial properties
- Identify and onboard freelance writers, influencers, and celebrity talent for original shoots, emphasizing increased representation
- Assign, edit, write, and produce feature articles across fashion, beauty, career, home, wellness, and entertainment verticals

Entertainment Weekly, Time Inc., New York, NY

Senior Social Media Editor, 2015 - 2016

- Strategize dot com content promotion across 7+ social platforms, reaching 14M+ fans monthly
- Book and execute takeovers with talent across verticals on Facebook LIVE, Instagram, Twitter, Snapchat, and Tumblr
- Directly manage 5+ social media associates, editors, and freelancers; coordinate with A-list talent's digital teams
- Create an engaging and intimate fan experience through the implementation of live event coverage across social platforms
- Write articles across film, television, music, books, podcasts, and gaming verticals

Teen Vogue, Condé Nast, New York, NY

Social Media Director, 2013 - 2015

- Strategize content promotion across 14+ platforms, reaching 11M+ fans, achieving growth of 25-50% YoY in '15, and driving 60% of organic traffic
- Liaise with Advertising and Marketing teams to respond to RFPs, and develop and execute innovative on-brand sponsored social programming opportunities, accounting for ~25% of Teen Vogue's total ad revenue in 2015
- Manage annual budget for content creation, paid media, partnerships, freelancers, and events coverage
- Compile monthly reports on events, activations, competitors, trends, and overall digital health to the C suite
- Develop and oversee two unique influencer groups regularly incorporated into editorial and branded content
- Write fashion, beauty, entertainment, and features articles for print and website

ACADEMIC EXPERIENCE

New York University, Gallatin School Class of 2011, New York, NY

Master of Arts in Media, Popular Culture, and Communications, Dean's Scholarship, Highest Honors

Brandeis University Class of 2009, Waltham, MA

Bachelor of Arts, Majors in History and American Studies, Minors in Film and Gender Studies, Cum Laude

University of Sydney, Spring 2008, Sydney, NSW

Study Abroad Student and World Traveler with a Concentration in Foreign Cinema

HONORS

- Digiday Most Innovative Publisher Award, 2018
- Folio: 30 Under 30 Industry Innovator Award, 2015
- Webby Award Winner, Best Fashion and Beauty Social Media, 2014
- Ad Week Award Winner, Hottest Magazine on Social Media, 2013
- Social Media Instructor for Teen Vogue + Parson's Certificate in Fashion
- Featured Digital Media Expert in *Teen Vogue Handbook*, Second Edition
- Frequent Panelist on Web Culture and Social Media Topic Discussions
- NYU Gallatin Alumni Spotlight 2015 / Brandeis Featured Alumni 2013