

Debbie Lee Gluzband
Digital Marketing Strategist
debleemedia@gmail.com | 917.697.7886 | debleemedia.com

PROFESSIONAL SUMMARY:

Marketing Leader with 10+ years of experience developing high-performance digital content systems, optimizing multi-channel programs, and driving measurable growth through data-driven strategy and cross-functional execution.

PROFESSIONAL EXPERIENCE:

Senior Social Media Strategist | Insight Global | Stamford, CT | 2026 to Present

- **Channel Strategy:** Built a YouTube-first content and programming framework for Charter Communications (Spectrum), grounded in audience behavior, retention data, and platform best practices.
- **Performance Optimization:** Conducted competitive and performance audits; applied SEO/AEO, metadata, and discovery-signal optimization to improve visibility and support cross-functional marketing goals.

Manager, Social Media | FINN Partners, Inc | New York, NY | 2021 to 2006

- **Strategic Leadership:** Drove content pivots and social listening programs for major financial and tech clients (Charles Schwab, IEEE), resulting in a 163% lift in B2B engagement.
- **Program Growth:** Transformed corporate messaging into multi-channel, social-first content that generated 28.5M+ views and a 523% increase in Instagram engagement.
- **Cross-Functional Execution:** Partnered with C-suite stakeholders to build scalable digital ecosystems aligned with brand governance and ROI targets.

Contributing Writer & Photographer | HowToGeek.com | 2024 – 2025

- **Content Development:** Produced research-driven tech reviews and SEO-optimized articles supported by original product photography.
- **Audience Engagement:** Created visuals and content that drove 10,000+ organic pageviews on top-performing stories.

Digital Marketing and Social Media Manager | VEE International | Garden City, NY | 2019 to 2020

- **Influencer Program Management:** Directed creators on brand-aligned, platform-native content execution while ensuring compliance with platform and brand standards.
- **Content Strategy:** Developed high-engagement social and blog content to support brand awareness and community growth.

Digital Marketing Manager | Seven Points Capital | New York, NY | 2017 to 2019

- **Web & UX Strategy:** Led a full website redesign and built a digital onboarding workflow to improve user experience and attract trading talent.
- **Content Production & Compliance:** Managed all video and social content while ensuring adherence to FINRA and data-privacy requirements.

EDUCATION:

BFA | The School of Visual Arts | 2005 (Focus: Video Post Production)

SKILLS & TOOLS:

Strategic Leadership & Growth

- GTM Strategy | Budget & Resource Allocation | Competitive Analysis | Team Leadership
- Customer Acquisition | Lifecycle Marketing | Brand Governance & Voice
- RFP Development | Stakeholder Management | Agency & Vendor Relations

MarTech & Data Analytics

- **CRM & Automation:** Salesforce, HubSpot, Marketo, MailChimp
- **Analytics:** Google Analytics (GA4), Multi-Touch Attribution, A/B Testing, CRO
- **Social Intelligence:** Sprout Social, Meltwater, Infegy, Mention, Social Listening
- **Project Management:** Airtable, Monday.com, Trello, MavenLink

Creative & Digital Production

- **Multimedia:** Adobe Creative Suite (Photoshop, Premiere, Media Encoder), Canva, CapCut
- **Web & UX:** WordPress (CMS), SEO/SEM Strategy, Custom Workflow Design
- **Content:** Content Design, Video Post-Production, Influencer & Community Management

KEY ACHIEVEMENTS:

- **Global Market Expansion:** Engineered a multi-platform digital strategy for a global tech client that doubled total digital impact YoY (2024-2025), delivering **2M+ pageviews** and **28.5M+ video views**.
- **Strategic Revenue Alignment:** Developed a content-to-paid blueprint that leveraged organic performance data to optimize Facebook ad spend, resulting in a **92% YoY increase in engagement**.
- **Integrated Growth Strategy:** Scaled LinkedIn engagement by **54% YoY** through organic algorithmic optimization and pivoted Instagram strategy to a paid-amplification model, resulting in a **523% lift in engagement**.
- **B2B Thought Leadership:** Spearheaded a content pivot for a global financial services client, securing a **163% lift in LinkedIn engagement** through authority-building content.
- **Strategic Innovation:** 2nd Place, **2025 SURU Labs B2B Marketing Hackathon**; architected a full-stack marketing blueprint for a non-profit under intensive competitive constraints.

THOUGHT LEADERSHIP & PUBLICATIONS

- **Tech Writing and Explainers:** Published works available via Muck Rack: <https://muckrack.com/debbie-gluzband>
- **Twitch Affiliate:** Content creator focusing on live-streaming and community engagement.