

# DEBBIE LEE GLUZBAND

## D I G I T A L   M A R K E T I N G

### MY PROFILE

Creative minded digital marketing manager with a focus in social media and content creation. Proven track record of results. Available for consultations and freelance.

### EDUCATION

2001 - 2005 • The School of Visual Arts  
New York, NY  
BFA: Film/Video Editing

### EXPERIENCE

#### 2023 FINN Partners

Manager, Social Media

- Manage a small team of social media content creators, overseeing all deliverables.
- Lead client presentations and social media metrics report meetings.
- Develop social media strategy for accounts, including art direction and paid advertising.
- Clients include: IEEE, VF Corp., 2K Games, CPSC, The Body Shop, Worldly/Higg Index

#### 2021 FINN Partners

Content Creator

- Provide support in social media strategy, launch, monitoring, and reporting of organic and paid campaigns on Facebook, Instagram, LinkedIn, YouTube, TikTok, and Twitter.
- Bi-weekly, monthly, and quarterly reporting on all social media channels.
- Complete video editing and graphic design projects using Adobe Creative Suite,

#### 2019 Vee International

Social Media Manager

- Developed and implemented social and email marketing strategies to support sales teams.
- Wrote custom WordPress blog articles to drive sales and improve website SEO.
- Created an influencer management program and onboarding system.

#### 2017 Seven Points Capital

Digital Marketing Manager

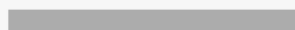
- Executed digital marketing campaigns to improve the firm's public image.
- Produced and edited all video content on the firm's YouTube channel.
- Ensured that all public facing channels were FINRA compliant.

### SKILLS

Social Strategy



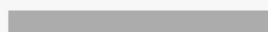
Copywriting



Paid Social



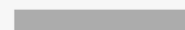
Data Analytics



Video Editing



Web Design



Graphic Design



Email Marketing

