

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

PROFESSIONAL SUMMARY:

Dynamic Marketing Leader with over 10 years of experience driving growth for global financial and tech powerhouses. A rare hybrid professional combining a **BFA-rooted creative background** with **advanced data analytics**. Proven expert in building "Content Engines," scaling organic engagement through a blend of omnichannel storytelling and algorithmic precision. Adept at leading cross-functional teams to transform complex C-suite objectives into scalable, multi-channel digital ecosystems that balance brand integrity with aggressive ROI.

PROFESSIONAL EXPERIENCE:

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

- Strategic Leadership: Direct cross-platform social strategies for global financial and tech leaders, aligning creative output with complex C-suite reporting and ROI requirements.
- Operational Excellence: Engineered a standardized governance framework and automated workflows, reducing campaign lead times and improving team-wide execution consistency.
- Content Engine Architecture: Spearheaded a technical content pivot and social listening strategy that delivered a 163% lift in B2B engagement and high-funnel lead volume.
- Data-Driven Decision Making: Developed automated GA4 and Sprout dashboards to translate fragmented engagement data into strategic insights, directly influencing client budgets.
- Creative Stewardship: Oversee the pivot of creative assets into high-dwell-time formats, resulting in a 523% increase in Instagram engagement and 28.5M+ video views.
- Clients include: IEEE, Charles Schwab, Chase Bank, Citi Travel, Bausch & Lomb, Consumer Product Safety Commission, VF Corp., 2K Games, The Body Shop

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

- Funnel Optimization: Integrated social conversion paths with CRM workflows to accelerate the transition from follower to MQL.
- Influencer Governance: Architected an automated influencer management system, standardizing content workflows, recruitment, and project tracking to scale program outreach.
- Lifecycle Marketing: Led HubSpot segmentation and email automation initiatives to deliver personalized, data-driven customer journeys.
- Web Strategy: Directed CMS (WordPress) infrastructure and SEO audits, leveraging data to increase organic search visibility and site conversions.

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

- Multi-Channel Architecture: Orchestrated campaign tracking and attribution across PR and digital touchpoints to ensure data integrity.
- Product Management: Directed a full-scale website redesign and custom online trader onboarding workflow to attract high quality talent.
- Regulatory Compliance: Engineered successful content deployment workflows within strict FINRA and data privacy frameworks.

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

- **Contributing Writer, HowToGeek:** Specialized in Social Media Optimization and Tech Analysis (2024-2025).
- **Featured Portfolio:** Published works available via Muck Rack: <https://muckrack.com/debbie-gluzband>
- **Twitch Affiliate:** Content creator focusing on live-streaming and community engagement.