

Debbie Lee Gluzband
Creative Strategist
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PROFESSIONAL SUMMARY:

Visionary Creative Leader (SVA BFA, Video Post-Production) with 10+ years of experience bridging the gap between cinematic storytelling and digital performance. Expert at building "Content Engines" that transform complex technical concepts into high-dwell-time visual narratives.

PROFESSIONAL EXPERIENCE:

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

- **Content Engine Architecture:** Spearheaded a technical content pivot and social listening strategy for global financial and tech leaders (including Charles Schwab, Citi, and IEEE), delivering a 163% lift in B2B engagement.
- **Creative Stewardship:** Directed the visual and narrative evolution for global brands, pivoting static corporate messaging into high-impact, "social-first" interactive multimedia formats resulting in **28.5M+ views** and a 523% increase in Instagram engagement.
- **Strategic Growth:** Led a multidisciplinary team to transform complex C-suite objectives into scalable, multi-channel digital ecosystems that balance brand integrity with aggressive ROI.

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

- **Multimedia Journalism:** Authored in-depth tech analysis and reviews; managed the full creative stack including research, SEO copywriting, and **product photography**.
- **Visual Engagement:** Captured high-quality product photos and custom visuals that drove 10,000+ organic pageviews on top stories for a monthly audience of millions.

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

- **Influencer Creative Direction:** Directed external creators on aesthetic execution and narrative flow, ensuring that influencer-generated content felt "native" to platforms while adhering to brand voice and platform regulations.
- **Content Strategy & Copywriting:** Wrote and produced high-engagement blog and social content, focusing on storytelling that bridged the gap between brand awareness and community building.

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

- **Web & UX Redesign:** Directed a full-scale website redesign and engineered a custom online trader onboarding workflow to attract high-quality talent and improve user journey.
- **Multi-Channel Content:** Produced and edited all video content for the company's YouTube channel and designed cross-platform social assets to drive recruitment and brand visibility.
- **Creative Compliance:** Managed all digital content deployment and PR touchpoints within strict FINRA and data privacy frameworks.

EDUCATION:

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

SKILLS & TOOLS:

Creative Direction & Brand Strategy

- **Core Competencies:** Creative Brief Development, Narrative Storytelling, Brand Identity & Voice Governance, Art Direction, Video Scripting & Storyboarding.
- **Strategy:** Content Mapping, Editorial Calendar Management, Audience Persona Development, Multi-Channel Campaign Architecture.
- **Leadership:** Cross-Functional Team Leadership (Design/Copy/Video), Stakeholder Management, Creative Workflow Automation.

Multimedia Production & Design

- **The Studio:** Adobe Creative Suite (Premiere, Photoshop, Audition), CapCut, Canva.
- **Production:** Professional Product Photography, Video Post-Production, Social-First Video
- **Writing:** Tech Journalism, B2B Thought Leadership, SEO Copywriting, UX Writing.

Content Intelligence & Platforms

- **Intelligence:** Social Listening (Infegy, Mention, Meltwater), Competitive Content Analysis, Audience Insights.
- **Analytics:** Content Performance Tracking, GA4, Multi-Touch Attribution, Sentiment Analysis.
- **Distribution:** Sprout Social, Sprinklr, Twitch (Live Broadcast Production), WordPress (CMS).

KEY ACHIEVEMENTS:

- **Global Creative Impact:** Orchestrated a multi-platform content strategy for a global tech leader that delivered **28.5M+ video views** and **2M+ pageviews**, effectively doubling digital brand impact YoY (2024–2025).
- **B2B Content Transformation:** Spearheaded a content pivot for a global financial services client, leveraging organic storytelling to secure a **163% lift in LinkedIn organic engagement**.
- **Video Engagement Strategy:** Engineered a social-first video overhaul that resulted in a **523% increase in Instagram engagement**, successfully translating complex brand pillars into high-dwell-time formats.
- **Strategic Innovation:** Awarded **2nd Place, 2025 SURU Labs B2B Marketing Hackathon**; architected a full-stack creative and marketing blueprint for a non-profit under intensive competitive constraints.
- **Creative Innovation:** Featured speaker for company-wide training on **Generative AI in Creative Workflows**; shared strategies to integrate AI into ideation and content production.

THOUGHT LEADERSHIP & PUBLICATIONS

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