

**Debbie Lee Gluzband**  
**Strategic Marketing Analytics Professional**  
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## PROFESSIONAL SUMMARY:

Strategic Marketing Operations and Analytics professional with over 10 years of experience driving growth for global financial and tech brands. Proven track record of optimizing marketing funnels and delivering complex, data-driven campaigns for C-suite stakeholders.

## PROFESSIONAL EXPERIENCE:

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

- Managed cross-platform social strategies for global clients, ensuring data-driven execution and alignment with client-side reporting requirements.
- Standardized operational workflows and governance for a team of specialists, reducing manual campaign setup time through template-driven project management.
- Architected a data-driven content engine that utilized social listening and analytics to optimize performance, resulting in a 163% lift in engagement and high-funnel lead volume.
- Engineered automated reporting dashboards using GA4 and Sprout, translating complex engagement data into actionable insights for C-suite stakeholders to guide budget allocation.
- Collaborated with design and marketing teams on RFPs and demand generation initiatives.
- Clients include: IEEE, Charles Schwab, Chase Bank, Citi Travel, Bausch & Lomb, Consumer Product Safety Commission, VF Corp., 2K Games, The Body Shop

### **Contributing Writer | HowToGeek.com | Remote | 2024-2025**

- Authored technical deep-dives and feature articles for a tech-savvy audience, specializing in social media optimization, product reviews, and software analysis.

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

- Optimized the Lead Generation funnel by aligning social media conversion paths with CRM workflows, increasing the volume of marketing-qualified leads (MQLs).
- Developed an automated Influencer Management workflow, standardizing the recruitment, onboarding, and tracking process to improve program scalability.
- Led CRM Database Segmentation initiatives within HubSpot, creating custom properties and lifecycle stages to deliver highly personalized email automation campaigns.
- Managed CMS (WordPress) infrastructure and SEO performance, leveraging data insights to improve organic search visibility and site-side conversions.

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

- Orchestrated multi-channel campaign architecture, ensuring consistent data tracking and attribution across PR, events, and digital touchpoints.
- Product Managed a full-scale website redesign, engineering a custom online application workflow to streamline trader onboarding.
- Developed a compliant content deployment workflow, managing digital asset distribution within strict FINRA regulatory frameworks and data privacy standards.

## EDUCATION:

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

Data Analytics Certificate | Google | In Progress (Focus: SQL, Data Cleaning, and R Programming)

## SKILLS & TOOLS:

- **CRM & Automation:** Salesforce, HubSpot, Marketo, MailChimp
- **Data Analytics:** Google Analytics (GA4), SQL (In Progress), Social Listening (Meltwater, Infegy, Mention), Data Visualization (Google Sheets/Slides), Sprout Social
- **Lifecycle Marketing:** Lead Nurturing, Customer Segmentation, Conversion Rate Optimization (CRO), A/B Testing
- **Project Management:** Trello, Monday.com, Airtable, MavenLink
- **Account-Based Marketing:** Client consultations, content audits, campaign development, sales alignment, personalization strategies
- **Digital & Social Media Marketing:** Facebook, Instagram, Threads, LinkedIn, Twitter, YouTube, TikTok, Reddit, Pinterest
- **Creative & UX Design:** Adobe Creative Suite (Photoshop, Premiere, Media Encoder, Dreamweaver), WordPress, Canva, Capcut
- **Influencer & Community Management**
- **SEO & SEM Strategy**

## KEY ACHIEVEMENTS:

- **Scalable Performance Orchestration:** Engineered a cross-platform strategy for a global tech industry client that doubled total digital impact YoY (2024–2025), including a **94% lift in website pageviews (2M+)** and a **118% increase in video views (28.5M+)**.
- **Content-to-Paid Integration:** Developed the strategic blueprint for a high-volume Facebook ad plan based on organic performance data, resulting in a **92% YoY increase in Facebook engagements (26.4M)**.
- **Platform-Specific Algorithm Optimization:** Scaled LinkedIn engagement by **54% YoY** and Instagram engagement by **523% YoY** by pivoting creative assets to high-dwell-time formats and iterative performance tracking.
- **B2B Organic Growth:** Spearheaded a technical content pivot for a Tier-1 financial services client, resulting in a **163% lift in LinkedIn engagement** through high-value content sharing.
- **SURU Labs TOFU B2B Marketing Hackathon For Good 2025 - 2nd Place:** Participated in an intensive strategy competition; engineered a full-stack marketing blueprint for a non-profit.

## WRITING SAMPLES:

Read published articles by Debbie Gluzband on Muck Rack: <https://muckrack.com/debbie-gluzband>

## INTERESTS:

Public Speaking | NHL & MLB | Video Games & Live Streaming (Twitch Affiliate) | Acoustic Guitar & Songwriting | World Travel | French Language & Culture | Landscape Photography