

Debbie Lee Gluzband
Social Media and Digital Marketing Professional
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WORK EXPERIENCE:

Content Creator | Gluxbox TV | New York, NY | 2019 to Present

- Weekly livestream broadcasts of gaming events using OBS software on Twitch.
- Custom gaming graphics, promotional material and blog articles.
- Collaborate with independent game developers to promote new games and products.
- How-To videos and gamer video content for YouTube and TikTok.

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

- Social media campaign strategy and management across all platforms.
- Responsible for custom content creation, fundraising, sponsorships and influencer outreach.
- Organically grew Blush Novelties social following by over 4,000 followers in 6 months.
- Designed and coded HTML email marketing campaigns to align with sales goals.
- Wrote blog articles with SEO to drive sales and website traffic.

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

- Executed social media campaigns to improve the firm's public image in a competitive market.
- Produced and edited all video content on the firm's YouTube channel.
- Ensured that all public facing social media channels were FINRA compliant.

Marketing Specialist | TSG Financial LLC | Garden City, NY | 2015 to 2017

- Completed advertising projects and marketing campaigns for local and national producers.
- Distributed email marketing campaigns to segmented mailing lists in Salesforce CRM.
- Designed banners, signage and promo items for the firm's booth at trade shows.

Graphic Designer | Eventful Productions LLC | Roslyn, NY | 2011 to 2014

- Graphic design project manager for social media content creation, event decor and signage, photo editing/retouching, video editing, and blog graphics.
- Created HTML email blast campaigns and maintained the CRM system.

Video Editor | bitMAX | New York, NY | 2007

- Served as in-house Video Editor completing demo reels, music video edits for FCC broadcast compliance, Closed Captioning and DVD authoring.
- Managed video duplication, encoding and media archiving for major broadcast corporations.

Freelance Multimedia Content Creator | deblee Media | New York, NY | 2005 to present

Available for Graphic Design, Social Media, Video Editing, Blogging, Photography and Consultations.

EDUCATION:

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

SOCIAL MEDIA:

[linkedin.com/in/debleemedia](https://www.linkedin.com/in/debleemedia)

[instagram.com/debleemedia](https://www.instagram.com/debleemedia)

twitter.com/debleemedia

[twitch.com/gluxbox](https://www.twitch.com/gluxbox)

SKILLS:

Social Media: *Facebook, Instagram, Twitter, LinkedIn, Snapchat, TikTok, YouTube, Reddit*

Email Marketing / CRM Management: *Salesforce, Constant Contact, MailChimp, Hubspot*

Project Management: *Trello, AirTable, Zoho*

Blog Management: *WordPress, Wix, HTML*

Adobe Creative Cloud Suite - Specialty: *Photoshop & Premiere*

Microsoft Office Suite - Specialty: *Word & Powerpoint*

Live Broadcast Streaming

Influencer Marketing

Event Management and Promotion

Logo Design & Branding

Web Design & Landing Pages

Community Management

Growth Hacking

SEO Strategy

Customer Service

Proofreading

Fluent in French (intermediate)

INTERESTS:

Public Speaking

NHL Hockey

Gaming & Live Streaming (Twitch Affiliate)

Acoustic Guitar & Songwriting

World Travel

Landscape Photography