

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

Content Creator | FINN Partners, Inc | New York, NY | 2021 to Present

- Craft and revise content such as blogs, social media calendars and one-off posts.
- Collaborate with social media strategists, graphic designers, web programmers, and other digital specialists to ensure content is the best it can be for its intended medium.
- Provide support in the set up, launch, monitoring, and reporting of organic and paid social media campaigns on Facebook, Instagram, LinkedIn, and Twitter.
- Monitor and engage on various social media accounts as directed.
- Complete video editing and graphic design projects using Adobe Creative Suite, Canva, etc.
- Create presentations and run client meetings as needed.
- Stay up-to-date on the comings and goings of digital content and social media best practices.
- Clients include: IEEE, VF Corporation, 2K Games, CPSC, Templeton Prize

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

- Developed and implemented social strategies to support sales team across all platforms.
- Managed all content creation, fundraising, and event sponsorship outreach.
- Created an influencer management program, including candidate research, interviews, project tracking, release forms, CRM, etc.
- Designed and coded email marketing campaigns in MailChimp to align with sales goals.
- Wrote custom WordPress blog articles to drive sales and website traffic.

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

- Executed marketing campaigns to improve the firm's public image in a competitive market.
- Arranged public appearances and interviews with top traders from the firm.
- Created the firm's website and developed an online application process.
- Produced and edited all video content on the firm's YouTube channel.
- Ensured that all public facing 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.

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

- Available for Graphic Design, Social Media, Video Editing, Blogging, 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, NetSuite, MavenLink, Kantata*

CMS & Blog Management: *WordPress, Wix, HTML*

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

Microsoft Office Suite - Specialty: *Word & Powerpoint*

Google Docs - Specialty: *Docs & Slides*

Live Broadcast Streaming: *Twitch, YouTube, OBS Studio, Streamlabs OBS, Xsplit*

Influencer Marketing

Community Management

Event Management and Promotion

Logo Design & Branding

Web Design & Landing Pages

Growth Hacking

SEO Strategy

Customer Service

Proofreading

Fluent in French (intermediate)

INTERESTS:

Public Speaking

NHL - Let's Go Islanders!

MLB - Let's Go Mets!

Gaming & Live Streaming (Twitch Affiliate)

Acoustic Guitar & Songwriting

World Travel

French Language and Culture

Landscape Photography