

Ginevra Kirkland

community whisperer

SAN FRANCISCO/NEW YORK/NEW ORLEANS

ginevra@ginevrakirkland.com

MOBILE 917.239.6252

ONLINE about.me/ginevra

summary

Content creator and editor, digital strategist, and social business marketer.

experience

FREELANCE: CONTENT STRATEGIST & COMMUNITY DEVELOPMENT

DECEMBER 2009-PRESENT

Metaverse | Dear World | about.me | Mule Design | Square | Paidpiper/Mastercard | IEEE-SA | Mashery
Freelance content strategy and PR for businesses and individuals. Marketing plans, community development, influencer strategy, paid media planning, content curation and creation.

DIGITAL STRATEGIST & COMMUNITY MANAGER

WIEDEN+KENNEDY

NOVEMBER 2010-FEBRUARY 2012

Social media strategy and community management for Coca-Cola, Nike, EA, and Wieden+Kennedy internal projects. Notable achievements: Cannes Bronze, Digital Media; Guinness World Record, "Biggest Crowdsourced Song" with Maroon 5/Coca-Cola; development of "RIS", W+K's internal communication platform.

DIRECTOR, SOCIAL MEDIA

GET SATISFACTION

NOVEMBER 2009-SEPTEMBER 2010

Content strategy, social media, and community management for startup social CRM company.

COMMUNITY & ACCOUNT MANAGER

SIX APART MAY 2004-DECEMBER 2009

Editor/creator: Everything TypePad and Featured TypePad. Influencer liaison, account development, product and community advocate.

PROJECT MANAGER

SEVEN NETWORKS

MARCH 2003-MAY 2004

Customer support and account management for Asia-Pacific carriers and customers.

CONTENT MANAGER

YOSHITOSHI RECORDS

AUGUST 2000-MARCH 2003

Content creation, web design, vendor relationships, and customer support.

CONTENT MANAGER ENEWS.COM

MAY 1999- AUGUST 2000

Content development, customer support, and web design.

education

Virginia Tech: Blacksburg, Va — Bachelor of Arts, Communication Studies