

REBECCA D. REEVE

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WORK HISTORY

PR 2.0 Consultant, San Francisco, CA

Digital Publicist & Social Media Brand Marketer (01/09 - present)

Client: [Zendesk](#)

Product Marketing Manager (Three month contract: 10/09 - 12/09)

- Managed production of viral community campaign for help desk agents; developed campaign concept, wireframes, and content for social media and static website, through to creation of viral outreach program and working with an external PR firm for the traditional outreach.
- Managed external production firm in the development of 20 webcast videos. Negotiated deadlines and tracked revisions between executive team and production company.
- Authored company [blog posts](#) under CEOs name, creating 3-4 posts week with an average daily viewership of 750. Coordinated with multiple departments and offices in content creation.
- Produced half a dozen events in three months, including: [MeetUp at BlogWorld](#), [Office Warming Party](#), [Ruby Meetup](#), [Ruby Startup Crawl](#), and an Investor's Christmas Lunch. Ensured smooth development concept, third-party event planner management, vendor negotiation, and marketing to secure appropriate (influencer) attendees via traditional and social media outreach.

Client: [TrustedOpinion](#)

International conference analyst outreach (08/09 - 09/09)

- Secured top-tier analyst and media briefings and live demo meetings for the launch of a new product at the international IPTV conference, [IBC](#), which has over 50,000 attendees.
- Briefed outlets and analyst firms including: IBC Magazine, Cable & Satellite International, Digital Media Finland, IBC Daily News, IBE "Business Today", Interactive TV Today, Merger Market Financial Times Group, NewBay Media, ScreenPlays, The Diffusion Group, Informa Telecoms & Media, Ovum Datamonitor, and Strategy Analytics.

Client: [WizeHive](#)

Product release outreach (07/09 & 08/09)

- Released new product version and garnered widespread coverage in top tier publications, delivering over 25M impressions for the July announcement: [BNET](#), [CMS Wire](#), [CNET](#), [Download Squad](#), [eWeek](#), PC Magazine, [RWW](#), [TechMeme](#), [TechNews AM](#), and [WebWorkerDaily](#).
- In August, publicized new features and secured coverage in a handful of key publications, including: [eWeek](#), [Inquisitr](#), [CenterNetworks](#), and [ITWeb](#).

Client: [DreamIt Ventures](#)

Event promotion (08/09)

- Outreach to media and influencers in Philadelphia to drive attendance at the tech incubator's 2009 Demo Day, featuring [NoteHall](#), [OurShelf](#), [Parse.ly](#), [PostLing](#), [SeatGeek](#), [StraightUpEnglish](#), [ThreeScreenGames](#), [trendsta](#), [Jobaphiles](#), and [Kidzillions](#).
- Secured briefings & coverage with eWeek, Dow Jones/Venture Wire, [Mashable](#), [RWW](#), & Center Networks.

Client: [Zuberance](#)

PR & social media development (08/09 - 09/09)

- Placed executive profile feature in [SF Business Journal](#), created and distribute weekly press releases, blog posts, and social media content ([Twitter](#) and [Blog](#)).

Client: [BitPusher](#)

Brand messaging (06/09 - 08/09)

- Revised messaging for website update (not implemented as of 11/09)

Client: [Grow Marketing](#)

Social media strategy (05/09 - ongoing)

- Developed strategic social media recommendations for new business proposals for consumer products and tech companies, including an international makeup company, a celebrate shoe and sandal maker, an organic pet product, TokBox, a Fortune 20 CMO book, Grow's corporate social media presence, and general industry consulting.

Client: [Mekanism](#)

Brand Manager (01/09 - 05/09)

- Developed and executed integrated digital media plan for Mekanism; launched blog and Twitter presence as well as other social media profiles, developed community.
- Created and executed Mekanism executive focused PR program focusing on speaking, events, and contributed article programs; authoring press releases and pitches.
- Managed external public relations firm and regional new business production reps
- Partnered with syndication department on digital influencer program for Axe campaign.
- Managed new business flow to Executive Producer and President, Jason Harris.
- Active in new business pitches, contributing to creative and social media development.
- Other projects included: managing award submissions, the redesign and architecture of mekanism.com, and development of a new style guide for all company materials.

FutureWorks PR, San Francisco, CA

Account Manager (09/08 - 01/09) **Account Executive** (12/07 - 09/08)

- Developed, managed, and executed digital PR & social media strategies to launch numerous tech and consumer companies and products through web and social media influencer channels.
- Mentored by [Brian Solis](#); within 8 months went from AE to Manager on up to 7 accounts simultaneously, directing 1-4 team members per account, and training new staff.
- Directed team of 3-5 in SporeVote.com campaign, a geek celebrity outreach program that secured involvement of internet stars from Richard Branson to Kevin Rose, and 500 others.

- The campaign ultimately garnered [tens of millions of impressions by national press](#).
- Tech accounts included: FreshBooks, BlogWorld, Mufin, Etelos, Magnify.net, ProofHQ, TimeXchange, Diddit, TrustedOpinion, Telonu, Nuconomy, Me.Dium, Cerego, & SaveThePlanet.
 - Viral campaigns for EA's SporeVote.com, Slim Jim's SpicySide.com, and Purina's BaconMan.
 - Secured speaking placements, top-tier analyst briefings, editorial calendar placements, award submissions, and contributed articles.
 - Organized local "tweet-ups" as part of client media strategy, attracting wide range of bloggers, journalists, clients, and web 2.0 influencers.
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Text100, San Francisco, CA

Account Executive (07/07 - 12/07)

- Clients included: PayPal, Macrovision, and Polaris Wireless.
 - Traditional media, analyst, and blogger outreach.
 - Secured contributed articles and editorial calendar opportunities.
 - Conducted successful analyst-relations campaigns on behalf of Macrovision.
 - Built program for Polaris as a new client and participated in media training and branding workshops with client.
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Government of British Columbia - Public Affairs Bureau, Victoria, B.C., Canada

Writer (11/04 - 06/05), **Jr. Writer/Researcher** (11/03 - 11/04)

- Managed files of speech event materials for Premier of British Columbia, including production of strategic speech notes for local, national, and international audiences.
- Authored news releases, backgrounders, fact sheets, media advisories, radio messages, web content, government brochures, and Premier's letters.
- Synthesized national and provincial performance reports to create weekly online economic digest for Provincial website.
- Cultivated strong relationships with external and internal stakeholders, including: industry leaders, media reps, political aides, public officials, & ministry communications.
- Advised Bureau staff in maintaining consistent strategic messaging.
- Certified in crisis communication as a Public Information Officer with B.C.'s Temporary Emergency Assistance Management System.
- Worked as part of creative team of six and liaised with 100s of organizational contacts.
- Trained Junior Writer hired as replacement when promoted.

INTERNSHIP EXPERIENCES

Mindjet, San Francisco, CA

Corporate Communications Intern (06/06-09/06)

Center for Media Education, Washington, D.C.

Research Intern (06/03-08/03)

EDUCATION

Concordia University Montreal, QC, Canada 09/05 - 10/07

- Master of Arts, Media Studies (GPA: 3.75)
- Thesis: [Constant Connectivity: Discursive Promotional Strategies of the BlackBerry.](#)
- R.A. for Department Chair; T.A. for "Argumentation and Persuasion for Engineers."
- Courses: Marketing Communications, Media Policy, Metaphors of the Mobile, Research Methods, Political Economy, Media History, Theory, and Intl' Communication.

Washington State University, Pullman, WA 05/03

- BA of Communication, Edward R. Murrow School of Communication, cum laude.
- Minor in Business Administration.

References available upon request