

Asma Stephan

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Professional Experience

Adobe® Social

July '12 - Present

Part of agency-like community engagement team providing social media services to clients.

Community Manager (San Francisco, CA)

- Create and implement engaging social media content and strategy for Fortune 500 brands.
- Embed within and nurture each brand's community, identify and build relationships with influencers, represent the unique voice of each brand while escalating relevant feedback from the audience.
- Develop and execute weekly & monthly reports analyzing the health of the social community, custom-tailored to each client.
- Edit team contributions and author insightful articles for the "Social Media Practice at Adobe" blog.

Pangea Media/SnapApp

Dec '10-July '12

Web publisher and marketing software service provider with multiple web properties, including social media marketing platform, SnapApp, and quiz community site, Quibblo.

Content and Social Media Manager (San Francisco, CA)

- Lead inbound marketing and social media strategy, featuring a robust content calendar including blog posts, infographics, videos and live webinars.
- Manage a team of 3 freelance writers contributing to the SnapApp blog, covering social media marketing issues.
- Created promotional quiz and sweepstakes content for SnapApp enterprise customers, including StateFarm, Time, Inc. and more.

Pangea Media

June '08-July '12

Community Manager (Watertown, MA)

- Managed, engaged and executed social growth strategy for teen-oriented quiz community, Quibblo. 700K members & 1.8 million user-generated quizzes.
- Crafted custom quiz content for advertisers, including MTV, Kohl's, Secret, and other fashion, consumer packaged goods and entertainment brands.

Garfield Group Interactive

May '08-June '08

Interactive Agency specializing in website development for small businesses

Contract Assistant Project Manager (Newton, MA)

- Coordinated successful completion of interactive projects from contract to deployment.

Elsevier: Focal Press

Jan '07-May '08

Focal Press is a division of Elsevier that focuses on photography books.

Associate Acquisitions Editor (Burlington, MA)

- Created promotional copy for books including back cover copy, ad copy, website copy, and collateral.
- Acquired and signed 20-25 books and managed projects through publication.

Elsevier: Morgan Kaufmann Publishers

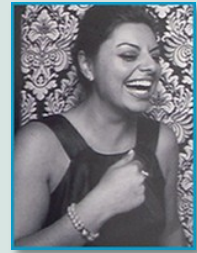
May '04 - Jan '07

MKP is a division of Elsevier that focuses on computing.

Assistant Editor (Burlington, MA)

- Prepared and proofread manuscripts and managed author schedules.

About Me:



I'm a community manager and content strategist specializing in engaging, SEO content. To view my online portfolio, please visit: www.asmageorge.com.

Technical Skills:

- SEO Research & Analytics
- Adobe Social, Hootsuite, SproutSocial
- Photo editing
- Video recording and editing (Screenr, iShowU, iMovie)
- HTML

Blog Contributions:

- Adobe
blogs.adobe.com/socialpractice/author/astephan/
- SnapApp
blog.snapapp.com/author/asma

Education:

B.A. in English, emphasis in Creative Writing, University of California, Berkeley (2004)