

FRANKIE GREEK

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EXPERIENCE

Digital Media Management — Associate Director, Talent Services, NBCUniversal/Peacock — LA **JAN 2022 - PRESENT**

- Oversee a team of 13 coordinating social media efforts for celebrity talent starring in 60+ Peacock Original series, films and Day & Date releases during all stages of production and launch as Peacock's agency of record.
- Build strong relationships with the client at the executive level and with internal and external cross functional teams to maximize campaign efficiency and identify new revenue opportunities. Upsold \$120k+ in 2022 through campaign specific talent shoots.
- Coordinate with productions to embed social producers on set to capture content and coach talent on social best practices.
- Own talent portion of campaign strategy from concepting to execution overseeing activations and delivery of social media toolkits.
- Execute social coverage of premieres, award shows and NBCUniversal brand initiatives.

Digital Media Management — Account Supervisor, Talent Services, NBC Entertainment — LA **FEB 2020 - JAN 2022**

- Oversaw talent social for NBC Entertainment linear programming for all stages of production through air. Reporting directly to the Sr. Director.

E! Entertainment/NBCUniversal — Social Marketing Manager, E! People's Choice Awards — LA **MAY 2019- NOV 2019**

- Developed and executed social and content strategy for the 2019 E! People's Choice Awards marketing campaign and live broadcast – managed content development for organic and paid implementation.
- Analyzed organic and paid performance metrics and synthesized into actionable strategic recommendations across all platforms in line with overall E! Live Events and Marketing goals across Instagram, Facebook, Twitter, YouTube and Pinterest. Live broadcast event content drove 92.4M impressions, 1.68M content responses, 4M Instagram Story impressions and raised social conversation volume by 310% YOY.
- Presented weekly to the senior leadership team of E! decision makers, reporting to the VP of Marketing & Advertising
- Executed live broadcast coverage leading a team of 50 producers running live social and video output resulting in 415 unique pieces of content.
- Produced high volume of original video content featuring talent (Kelly Clarkson, The Walking Dead cast, Doug the Pug), fans, and influencers. Coordinated social media takeovers and talent announcements featuring Gwen Stefani, P!nk and Jennifer Aniston.
- Partnered with cross functional teams to design social-first activations at New York Comic Con.
- Integrated across E! News, E! Entertainment and other NBCUniversal social teams to ensure holistic E! People's Choice Awards approach.

POPSUGAR Inc. — Marketing Instagram Stories Producer — LA **MAR 2019- MAY 2019**

- Concepted and produced 50+ unique pieces of content that drove 3.5k site visits from Instagram Stories and drove \$15k in ticket sales for POPSUGAR Play/Ground, a two-day experiential event in New York City.

UPROXX MEDIA/WARNER MUSIC GROUP—Studio Social Content Producer — LA **FEB 2017- MAR 2019**

- Produced and hosted social media content for an audience of 2.8million. Grew the UPROXX Instagram audience organically by 30%.
- Developed and produced branded social first content for clients including Intel, Nike, Champs Sports, Pandora Jewelry & McDonald's
- Spearheaded digital promotion of Snapchat Discover shows 'F-That with Vince Staples and 'Brawler'.

FUSE TV —Social Media Manager — NY **FEB 2015- JAN 2017**

- Developed content to support digital and linear initiatives for an audience of 1.7M. Launched the FUSE TV Snapchat account and grew audience by 120% in first year interviewing talent and covering music festivals.

SHORTY AWARDS —Social Media Manager — NY/LA **MAY 2015- APRIL 2018**

- Developed audiences and content across all channels for year round promotion of awards show honoring the best in social media driving 53M impressions, 5.7M views, 5M votes and 15M site visits. (2018 show)
- Coordinated a team of 30+ volunteers to execute the live event social strategy. Hosted the first ever weekly Snapchat talk show.

FREELANCE CLIENT WORK

Ticketmaster // W Hotels // Times Square Alliance // R+Co Luxury Brand Partners// Investigation Discovery // Thrillist

EDUCATION

The Pennsylvania State University — Bachelor of Arts: Broadcast Journalism, International Studies

MAY 2014