

Michael Dylan Ferrara
Social Media / Digital Marketing / Creative Strategy
New York, New York
michaeldylanferrara@gmail.com
(516) 659-4364 / [Linkedln](#)

Work Experience

i=u Festival – London, UK and New York, New York January 2013 – current

Co Founder & Director of Communications

- Organize and consummate music festivals celebrating improvisation and multi-genre collaboration in London, England (September 2013, 8 nights) and Brooklyn, New York (May 2014, 2 nights)
- Manage all communicative endeavors with venues, sponsors, artists, and press; write press releases, program notes, and artist and sponsor contracts
- Design, develop, and maintain i=u's website and social media profiles
- Conduct targeted Facebook ad campaigns helping to establish brand presence and drive over 600 attendees to the festival in London, and over 200 attendees to the festival in Brooklyn
- Supervise a team of 6 volunteers; coordinate their schedules and responsibilities

Adlens Inc. USA – Boston, MA October 2013 – February 2014

Social Media Specialist

- Develop and maintain Adlens' social media platforms: Twitter, Facebook, YouTube, LinkedIn, Google+, Pinterest, Instagram, and Foursquare; institute a month-to-month posting and advertising schedule for each profile
- Monthly analysis and presentation of social media ROI using Google, YouTube, and Facebook analytics
- Develop and complete successful Pay Per Click advertising campaigns on Twitter & Facebook increasing the viewability and sales of Adlens products via social media by 100%
- Enhance e-commerce business and digital presence with Google Ad Words and Search Ads increasing traffic to Adlens website by 50%

MODO Eyewear – Stockholm, Sweden February 2013 – September 2013

Digital Marketing Specialist

- Develop brand storytelling for company's charitable giving program "Buy A Frame, Give A Frame"
- Write eyewear product descriptions used in print and digital catalogs

Adlens Ltd – Oxford, England March 2012 – July 2012

Digital Marketing Consultant

- Develop scripts, storyboards, and hold casting sessions for videos used for product promotion; oversee the production of such videos with an external production agency
- Write and design presentations for Adlens sales and marketing teams with PowerPoint and Excel
- Update and customize company website through Magnolia CMS system
- Develop a monthly strategy for Twitter, Facebook, and LinkedIn

Review of Optometric Business – New York, New York June 2011 – September 2011

Digital Marketing Assistant

- Devise social media strategy for LinkedIn, Facebook, and Twitter; increase traffic to website by 30%
- Content liaison between editorial and digital departments; update website through CMS system
- Design and format email blasts with Adobe Illustrator; send e-blasts and monitor click-thru response

Education

Rider University – Lawrenceville, New Jersey September 2006 – May 2010

- Bachelor of Fine Arts in Music; Bachelor of Arts in American Studies; Baccalaureate Honors Program
- Summa cum Laude honors; Alpha Lambda Delta honors; Who's Who Among Students in American Universities and College honors; Honor Key Society honors; Alpha Psi Omega

King's College London – London, England September 2010 – May 2012

- Masters of Musicology (unfinished)

Skills

Professional Software – Proficient in Microsoft & Apple operating systems; Microsoft Office, Adobe Photoshop, Dreamweaver, Illustrator, Final Cut Pro, WhatCounts E-Blast Service, Select Survey ASP, Survey Monkey

Social Networking – Facebook, Twitter, Tumblr, Reddit, YouTube, Instagram, Blogger, Pinterest, LinkedIn, Google+, Foursquare, About Me, Quora, SoundCloud, Vimeo, Formspring