

Garrett Swink

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Overview

I have over eleven years of experience managing a wide range of integrated digital communications accounts for major companies, including Microsoft, Intel, Nestle, The American Beverage Association, and The Coca-Cola Company.

My specialty is data-driven content development and paid media strategy across digital and traditional platforms for B2B, B2C, public affairs, and internal communications programs.

I have deep knowledge and experience in all aspects of account management, directing internal teams, outside vendors, and day-to-day stakeholder communication to provide creative, cost-effective, and highly successful digital solutions for my clients.

Client & Team Management Expertise

- Budget Creation & Management
- Campaign Trackers & Reporting
- Client Approval Processes
- Creative Asset Development
- Digital Media Strategy & Execution
- Internal Team & Vendor Management
- Longform Content Creation
- Marketing Newsletters
- Media Monitoring
- Media Partnership Negotiation
- Paid Media Asset Trafficking
- Paid Media Flight Planning
- Paid & Organic Social Media Strategy
- Press Releases & Journalist Outreach
- SEO & SEM Strategy
- Stakeholder Communications
- Social Media Content Creation: Facebook, LinkedIn, X, Instagram, TikTok
- Thought Leadership Event Planning
- Website Development & Management

Digital Communications Agency Experience

WE Communications – Director of Content & Channel Strategy (July 2021 – January 2023)

Clients: Intel, Microsoft, Alteryx, Brother

- **Sustainability Messaging Program:** SEO optimized content, paid promotion, and social channel strategy to amplify key messages for “opinion elite” audiences related to Microsoft’s sustainability efforts
- **Internal Communications Strategy:** Developed an internal communications plan, governance policy, and complimenting external social media strategy for Microsoft regional offices
- **Instagram + TikTok Influencer Program:** Operations lead for a TikTok and Instagram influencer campaign to drive awareness of Microsoft Store promotions
- **Content + Social Media Strategy:** Content development, placement strategy, weekly and monthly reporting for Intel social media channels

Ketchum – Managing Account Supervisor (February 2019 – July 2021)

Clients: Nestlé N.A., Tyson Foods, Ardent Mills, Corteva, Bunge Limited, ExxonMobil

- **Website Maintenance:** Managed quarterly content and UI refreshes of the Coffee mate B2B customer loyalty website CMFeeltheLove.com
- **Digital Platform Migration + UI Direction:** Ran content migration from CMFeeltheLove.com to [Nestlé Professional Coffee mate homepage](http://NestleProfessionalCoffee.com) and [Coffee mate Amazon Storefront](http://CoffeeMateAmazon.com) as part of a B2B sales redirect strategy
- **Paid Digital Media:** Oversaw traditional and digital paid media strategy, budgeting, asset creation, trafficking, and reporting for key agency accounts
- **Website Development & Deployment:** Oversaw stakeholder interviews, wireframing, development, client reviews, and deployment of the Ardent Mills [Quinoa](http://Quinoa.com) and [Pizza](http://Pizza.com) hub websites
- **Press Releases + Journalist Outreach:** Drafted and pitched press releases related to product launches and corporate partnerships on behalf of Bunge Ltd.; Media monitoring and reporting with LexisNexis
- **Internal Communication Strategy + Implementation:** Provided UX consultation and generated robust content for Bunge intranet platforms, including blog posts and the production of 20+ podcast episodes
- **UI + Content Refresh:** Oversaw the UI refresh strategy of LibbysVegetables.com, including wireframes and SEO optimized content creation

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GMMB - Account Supervisor (March 2016 – February 2019)

Clients: American Beverage Association, Fiat Chrysler Automobiles, United Health Group

- **Public Affairs Campaign Website Development + Deployment:** Oversaw budgeting, stakeholder interviews, wireframing, development, client reviews, and deployment of [BalanceUS.org](https://www.balanceus.org)
- **BalanceUS.org Paid Media Campaign:** Oversaw placement strategy, budgeting, creative development, approval process, trafficking and reporting for the BalanceUS.org paid promotion campaign across digital platforms and publications
- **BalanceUS.org video content production:** Planned and produced extensive video shoots with C-suite executives and business owners for long form video content housed on BalanceUS.org. Managed post-production teams and ran approvals for video content; created bumper ads, promoted social media posts, and 15-30 second digital ads
- **Automotive Safety Initiative Website Development + Deployment:** Oversaw budgeting, stakeholder interviews, wireframing, development, client reviews, and deployment of [CheckToProtect.org](https://www.checktoprotect.org). Coordinated between FCA stakeholders and developers to implement an API of highly sensitive customer data into the website allowing visitors to check their vehicle for recalls
- **Progressive Web App + Website Awareness Campaign:** Oversaw the development of a progressive web app (PWA) version of the core ChecktoProtect.org API call functionality for use on tablets and mobile devices in a national canvassing campaign. Analyzed, generated reports, and presented on campaign data to stakeholders.

Goddard Gunster – Senior Account Executive (February 2011 – March 2016)

Clients: American Beverage Association, The Coca-Cola Company, Walmart

- **Campaign strategy planning and management:** Created production budgets, development schedules, managed approvals, and built reporting documents for print, digital and video advertisement campaigns
- **Social media strategy + implementation:** Planned and executed paid and organic social media strategies for the American Beverage Association; Created and presented campaign KPI reports to the client

Website Development Highlights

I have a particular passion for website development and pride myself on having overseen planning, development, deployment, maintenance, and performance reporting for numerous websites for major companies.

In addition, I specialize in UX/UI strategy and crafting engaging SEO optimized content. Websites that I have overseen the build and management of include:

- [BalanceUS.org](https://www.balanceus.org)
- [ChecktoProtect.org](https://www.checktoprotect.org)
- [Ardent Mills Quinoa Hub](https://www.ardentmills.com)
- [Ardent Mills Pizza Hub](https://www.ardentmills.com)
- [Nestlé Professional Coffee mate Homepage](https://www.nestle.com)
- [Coffee mate Amazon Storefront](https://www.amazon.com)
- [CMFeeltheLove.com](https://www.cmfeelthelove.com)
- [LibbysVegetables.com](https://www.libbysvegetables.com)

Programming Skills

- Languages: JavaScript, Python, HTML, CSS, SQL
- Frameworks & Libraries: React, Redux, Node.js, Express, Bootstrap, Tailwind
- Databases: MongoDB, MySQL
- Projects: [eCommerce website](#) (Developed with a React frontend and MongoDB database)

Education

- St. Lawrence University (2006), BA English, GPA: 3.1

Certifications

- Columbia MERN Stack Bootcamp (2023)
- Cornell 365 Python Intensive (2024)