

# LAURISHA YNIQUEZ COTTON

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## SUMMARY

I sit at the intersection of data and storytelling. My FBI analysis and award-winning documentary storytelling abilities generate strategic content that increases curiosity and challenges the norm.

## EXPERIENCE

### Brand Strategist (Part-Time)

196 LLC 09/2017 - Ongoing New York, NY

Social Impact Event Company (UN, The White House & Comcast)

- Create & curate social content that showcases IRL event experiences
- Speech and blog ghostwriter for CEO, craft keynote presentations
- Identify on-brand tastemakers in the social communities and build partnerships with influencers

### Marketing Brand Manager

Miller Law Group 01/2017 - 08/2017 San Francisco, CA

- Project managed rebranding project and reported results, learnings, improvements and attention points back to C-level
- Increased email engagements by 25% in two quarters with A/B testing
- Developed a POV on of what resonates in the marketplace and assessed relative strengths and weaknesses therein
- Managed the market narrative with PR and AD vendors

### Digital Content & Social Media Specialist

Davis Wright Tremaine 06/2014 - 12/2016 New York, NY & Washington, DC

Awarded Innovative Law Firm of the Year (2015 and 2016)

- Worked directly with Director of Marketing on organic, social media and e-mail marketing initiatives
- Wrote external copy and increased web traffic by 40% through social media and e-mail campaigns by 10%
- Tracked production milestones to ensure timely delivery of campaign assets and communicated progress
- Monitored media outlets for trends and coverage of news and competitor developments
- Worked with the venues to create brand awareness and marketing opportunities

### Internal Communication Specialist

Federal Bureau of Investigation 12/2011 - 08/2012 Washington, DC

- Edited monthly internal communication newsletters to deployed employees to keep them abreast of recent internal developments

### Social Media Manager and PR Assistant

Evangel University 08/2009 - 05/2011 Springfield, MO

- Increased student participation in campus activities by over 50% through social media and partnering with influencers

## RECOGNITION

🔧 On-the-Spot FBI Award for project management on an operation campaign

🎬 Cine award-winner in documentary film

## SKILLS

Adobe Premiere (Advanced)

Adobe Photoshop and InDesign (Proficient)

CMS (Intermediate)

French (Intermediate)

Google Analytics (Intermediate)

Hootsuite (Advanced)

Social Media: Facebook, Instagram, YouTube, LinkedIn, Twitter (Advanced)

## PROJECTS

### LinkedIn Pioneer

- Launched B2B pilot campaign tool, hit all KPIs

### SoFar Sounds

- Create viral YouTube videos highlighting global brand
- Brand ambassador & social curator three times a month for live music events

## EDUCATION

### M.A. European Studies

The George Washington University

- Media freedom
- Global economics
- Documentary film

### B.A. Communications

Evangel University

## PASSIONS

♥ Independent film

♥ Local journalism