

Christianne Noel Harder
San Francisco, CA
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Highlights

- Oversaw digital strategy for Copa America Centenario on behalf of U.S. Soccer, through web, mobile, and social media platforms
- Created the first athletics branded Spotify account with over 90 playlists for Notre Dame Athletics. Presented “Our Playlist, Our Story” at SXSW in March 2014
- Organized the presentation of a Notre Dame Basketball jersey to President Obama, which went viral during March Madness in 2013

Selected Experience

The Ambassadors Circle

September 2016 - Present

Social Media and Content Strategist (Freelance)

- Oversees social media strategy for The Ambassadors Circle and their flagship podcast, 360BayArea (Twitter and Instagram @thacircle, Facebook The Ambassadors Circle)
- Conceptualizes graphic design strategy and content for social media channels and Guest Relations
- 360BayArea Podcast: episode curator (topic, guest suggestions and booking), content editor for segments “What’s the 411” (news) and “Top 5” (featured events), writes copy for email blasts, On Air talent

United States Soccer Federation

March 2015 - August 2016

Digital Engagement Manager, Copa America Centenario

- Project Management, Tournament Website and Mobile Application: managed the RFP process, formulated fan engagement functionality on digital platforms; coordinated Discovery and Design review between U.S. Soccer, CONCACAF, and the Local Organizing Committee
- Digital Team: hired and managed a staff of twenty (twelve social media managers, Website and Content Editors, graphic designers, and data analysts)
- Social Media: established official multi-lingual channels on Facebook, Twitter, and Instagram, (English/Spanish/Portuguese); created the first sports presence on MSQRD (digital face masks); coordinated graphic creation with Stone Ward; oversaw the content strategy for the official channels and tournament War Room
- Spredfast: implemented platform for U.S. Soccer and Copa America; Social Listening- set up searches around the tournament/fans/players/VIPs and used findings to influence content plans; Posting- trained contract staff, established labels strategy, and best practices; Social Activations- strategic integrations with the website, and created fan-focused social media campaigns
- Facebook: coordinated their participation in the national team content pods; worked with FB to create tournament specific Frames, Stickers, Event Prompts; facilitated player verifications; average 100,000 new fans per day (2.5 million), average engagement rate was 5.6% per post
- Twitter: coordinated with Twitter Sports in North and South America to create tournament and nation-specific emojis/hashflags, plans for User Messaging Framework prompts, 350,000 followers

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- Website: CA2016.com- 50 million+ website visits in June 2016, three languages with one million visits daily, 2:13 minutes average spent on the site, 2.3 pages on average visited per session
- Mobile application: 1.01 million downloads, average 104,328 daily users; #2 sports app in the app store during the tournament; was available for iPhone and Android

University of Notre Dame, Athletics

July 2012 – March 2015

Social Media Community Manager

- Responsible for all social media properties for Notre Dame Athletics: supervise the social media efforts of 26 varsity sports
- Metrics- elevated followers of Fighting Irish (+264,000 followers across 6 platforms), Football (425,000 followers on Twitter and Facebook, until Sept 2014)
- Notre Dame Football- created & manage @NDFootball on Twitter until September 2014, directed their social media efforts
- Partnered with Spotify to create the first athletics channel on the platform, and coordinated all playlists (90+); presented “Our Playlist, Our Story” at SXSW in March 2014
- Social media campaigns: BCS National Championship Game 2013, Manti Te’o’s 2012 Heisman candidacy, Photo Face-Off (2012-2014) #IrishState Shout Out 2013 & 2014
- Executed 4 uniform unveils for adidas, 2 for Under Armour, and announcements of the move to the Atlantic Coast Conference and Under Armour
- Crisis Management: oversaw social strategy during the Manti Te’o’s catfishing scandal, two academic impropriety investigations, and several other high profile athletics scandals

Skills

- Social Media Platforms: Facebook, Twitter, Instagram, MSQRD, The List App, Spotify
- Spredfast (Social Media Posting/Listening platform): analytics, analysis, social listening, crisis management
- Website Content Management Systems
- Project Management: InDesign, Asana
- Financial: Budgeting, Finance Reporting, Expense Reports
- SEO: Google AdWords (beginner), Paid Social for Facebook and Twitter
- Human Resources: job description creation, LinkedIn/Indeed, interviewing and hiring staff, performance reports

Awards/Presentations

- SXSW 2014, Panelist, “Our Playlist, Our Story”
- Webby 2015, “Notre Dame Athletics Goes To the ESPYS

Education

2010 University of Washington- Master of Education, Intercollegiate Athletic Leadership

2004 University of California, Berkeley- B.A. Political Science, Dance and Performance Studies

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References

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