

VALERIE STRONCONE

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DIRECTOR, SOCIAL MEDIA/DIGITAL

Social Media Strategy | Influencer Marketing | Campaign Management | Brand Development | Lead Generation
Customer Journey Mapping | Performance Metrics Analysis | Content Strategy | Digital Advertising | Crisis Management

HEADLINE

Solutions-focused, innovative, and seasoned digital marketing professional with 17 years of expertise in social media and digital marketing, media buying, and project management.

QUALIFICATIONS PROFILE

Armed with proven success in managing budgets, leading teams, and delivering strategic communication solutions. Adept at utilizing social media management tools, data analytics, and social listening to drive engagement and optimize performance. Known for a strong attention to detail and exceptional communication skills, with capability of dealing with challenges, adapting to changing environments, and maintaining high standards of integrity and excellence.

PROFESSIONAL EXPERIENCE

CANON U.S.A., INC MELVILLE, NY

Manager, Social Media, October 2019–Present

- Sustain workflow, budget, and planning standards in the digital/social media arena for 12 years.
- Deliver performance metrics, insights, and optimization suggestions to senior leadership to enhance brand strategy.
- Create multimedia content for digital ad campaigns while ensuring brand consistency.
- Handle crisis and emergency communication through social media monitoring.
- Maintain governance documents for internal and external use and serve as the main contact for moderation management and escalations.
- Collaborate closely with the community manager to enhance brand presence through engagement opportunities, gamification, sweepstakes, and cross-departmental communications.
- Manage vendor relationships, review contracts with Legal Department, and negotiate bids.
- Conduct thorough research of trends and monitoring of competitors to create relevant social media content.
- Supervise and mentor a team of five, establish annual performance goals, and conduct reviews.

Career Highlights:

- ✓ Directed and drove Canon's corporate brand media buying initiatives across social media platforms, achieving consistent year-over-year growth with a total of 2-3 billion impressions annually.
- ✓ Achieved business goals by managing KPIs, resulting in more than 25% year-over-year increase in brand performance and strategic outcomes.
- ✓ Grew the Social Media Marketing Department through extensive recruitment and training of new employees.

Senior Social Media Specialist, January 2017–October 2019

- Developed and implemented social media strategy to enhance brand visibility and customer engagement.
- Provided oversight social platform, website, and application updates as well as supported live event coverage.
- Handled the publishing of brand-aligned content to establish connections and inspire positive actions.

Career Highlights:

- ✓ Earned \$500K from e-commerce media buying on Facebook in one month while introducing internal media buying strategies in 2012, which collectively generated \$14M for the company and significantly reduced agency costs.
- ✓ Obtained a 175% increase in total engagement and expanded the audience by promoting the brand through storytelling in collaboration with corporate partnerships and sponsorships, including the University of New Mexico and Yellowstone National Park.
- ✓ Optimized ROI, fueled revenue growth, and lowered costs for Canon by identifying and leveraging new channels.

EDUCATION

Bachelor of Arts in Public Relations | Hofstra University, Hempstead, NY | December 2006

PROFESSIONAL DEVELOPMENT

Certified Marketing Professional, 2018 | Digital Marketing Association (DMA)

TECHNICAL SKILLS

Microsoft Office Suite (Outlook, Excel, PowerPoint, Word) | Microsoft Teams
Jira | Adobe Creative Suite (Premiere, Photoshop) | Canva