

# MARC R. CHRISTENSEN

marc@marcrchristensen.com | 208.881.6347 | NY, NY

---



## Founder

Sept 2018 – Present · 2 yrs 4 mos

Books and Boys Club · Full-time

Created an entity that focuses on learning and spreading awareness to LGBTQ+ voices and authors. A social book club that leverages its members and reach to produce events, merchandise and fundraisers to give back to our community. I oversee all planning for meetings, events, merchandising, website maintenance, social medias, content creation and management, programming, and act as delegator for its members and club meetings.

---

CALVIN KLEIN

## Social Media Strategist + Manager

May 2020 – August 2020 · 4 mos

Calvin Klein · Contract

Developed, curated, implemented and managed a social media channel. Defined most important social media KPIs and used those metrics to create an engaging social feed. Managed and oversaw social media content and measured the success of every social media campaign. Monitored SEO and user engagement to suggest content optimization.

---



## Social Media Manager | Copywriter | Photographer

Nov 2019 – Jun 2020 · 8 mos

Sideways Inc · Full-time

Researched audience preferences and discovered current trends for clients and competitors. Roadmapped, created and formed creative ideas for campaigns, specifically those that lived across social channels. Developed engaging text and copy for social posts, campaigns, and websites. Mapped out social posting schedules and programming using various platforms like Falcon. Programmed research and developed influencer partnerships. Created and edited social content – images and videos and designed full story and post templates. Measured campaign and content performance against benchmarks and stayed up to date with changes in all social platforms.

Acted as in-house photographer. Communicated effectively with clients regarding expectations to meet standards and deadlines of projects. Recommended creative ideas and solutions to achieve desired results and maintained a professional image. Worked closely with clients and colleagues to produce high-quality photographic images. Used different techniques to enhance the photographs as required, e.g. able to use photo manipulation software such as Adobe Suite to get desired results. Use artistic knowledge to enhance and compose photographs. Operate various photographic equipment such as single lens reflex cameras and film or digital cameras and lighting.

## Project Manager | Copywriter

Mar 2019 – Nov 2019 · 9 mos

Sideways Inc · Full-time

Assisted with defining scopes, developed production schedules, managed client expectations, and ensured projects stayed on time and on budget. Managed relationships with 3rd party vendors. Handled all website maintenance tickets and production tasks. Assisted in meeting financial objectives by forecasting requirements; preparing budgets and scopes; scheduling expenditures; analyzing variances; initiating corrective actions. Wrote and curated documentation that facilitates all aspects of our operations. Guided decisions related to our project management tool set, processes, and standards.



THE WEBSTER

### **Social Media Manager**

Jan 2018 – Nov 2018 · 11 mos

The Webster · Full-time

Developed engaging text and copy for social posts, campaigns, and websites. Mapped out social posting schedules and programming using various platforms like Falcon. Programmed research and developed influencer partnerships. Created and edited social content – images and videos and designed full story and post templates.

---



### **Executive Assistant to CEO**

Feb 2017 – Dec 2017 · 11 mos

Laird +Partners · Full-time

Provided all aspects of c-level administrative support to the Chief Executive Officer and SVP/Executive Creative Director. Provided intensive calendaring, creating accurate and detailed agendas for every meeting, answering and managing heavy emails, answering and screening high-volume phone calls; filing expense reports – reconciling personal/professional expenses, paying bills on time; taking precise minutes in internal/external meetings i.e. corporate agency meetings, stakeholder/business development meetings, pitches and client meetings; collaborating with Operations Manager/Executive Administrator on the execution of both internal and high-profile events; pulled swipe for mood boards and campaign concepts; completed ad hoc requests when needed.

---

TIMOWEILAND

### **Design Assistant to Creative Director**

Jan 2017 – Feb 2017 · 2 mos

Timo Weiland | TAD Studios · Contract

Provided administrative support and assisted the team with research, design, photography, social media and ad hoc requests. Timo provided invaluable industry knowledge and assisted me in securing my position at Laird + Partners.

---

## **Additional Experience**

Image Editor | Retoucher, Ralph Lauren

Design Consultant/Seamster, Monse Maison

Creative Direction, Hessney & Co

Executive Assistant to Partner, TPG Global

Executive Assistant to CEO, Canvas Worldwide

---

## **Education**

Savannah College of Art and Design | Design & Marketing