

## Beth Ann Clyde

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### Experience:

**Long Island Pulse Magazine, Social Strategist** Patchogue, NY 2016-present

- Coordinate web editors •Manage all social channels, including Facebook, Twitter, Instagram and Pinterest •Spearhead creation and implementation of company social strategy •Compile, monitor and analyze data to continuously find opportunities for growth and engagement •Create social friendly headlines for print and web stories •Provide guidance to marketing team to optimize campaigns, subscriber rewards, event promotions and contests •Collaborate with sales team to create legitimate, data-driven social components to advertising program including sponsored social takeovers •Work with clients to write sponsored content for website •Serve as editor for trending and wellness/beauty; write daily content for all verticals •Curate bi-weekly newsletters •Responsible for recruiting, hiring and managing freelancers and interns

**Long Island Pulse Magazine, Web Editor** Patchogue, NY 2015-2016

- Assisted with development and implementation of digital strategy •Managed Facebook, Twitter and Instagram pages. Responsible for daily posting, making data-driven decisions and contributing to overall company strategy •Increased overall traffic by 35 percent and Facebook referral traffic by 30 percent using mostly organic methods •Produced written and video content daily for [lipulse.com](http://lipulse.com) •Served as editor for domains, fashion and wellness sections •Adapted print to web and social, including creating SEO and social friendly headlines •Recruited, hired and managed freelance writers and interns

**Stony Brook University, Assistant Director of Athletic Communications** Stony Brook, NY 2013-2015

- Served as primary media contact for nationally ranked women's lacrosse team and women's basketball, volleyball and cross country/track and field teams •Managed social media components and write press releases for marketing, donor relations and sales teams for revenue-driving initiatives •Spearheaded campaigns to promote achievements of Stony Brook Athletics through photos, social media, press releases and media placement, including handling all publicity for school's first women's lacrosse Tewaaraton Award nominee •Designed graphics for website and social media platforms •Produced virtual guides using Photoshop and InDesign •Handled postgame press conferences and all social media content for football •Oversaw game day staff for select sports

**Harvard University, Athletic Communications Intern** Boston, MA 2012-13

- Served as primary media contact for men's tennis, men's volleyball, men's and women's fencing and sailing •Provided secondary assistance for women's volleyball, football and men's and women's basketball •Used official athletics Twitter and Pinterest account to promote Harvard Athletics •Provided multimedia content for official athletics website, including press releases and video •Oversaw live video web-streaming of several sports and weekly football writers luncheons •Fulfilled media and historical requests, including coordinating interviews with student-athletes and coaches •Took action shots and processed photos to create galleries

**ESPN, Statistics and Information Intern** Bristol, CT 2012

- Provided in-game and postgame notes to *Baseball Tonight* talent and producers for on-air and social media use •Assisted with *Baseball Tonight* postgame notes packets •Updated statistical and historical databases •Compiled and verified schedules, rosters, scores and media guides for ESPN's digital assets

**Ithaca College, Sports Information Graduate Assistant** Ithaca, NY 2011-12

- Wrote game programs and releases •Edited official athletics website, Facebook and Twitter •Facilitated interviews

**Trenton Thunder, Group Sales Coordinator** Trenton, NJ 2010-11

- Developed idea for and planned first fundraiser for Trenton Thunder Charities to raise money for local animal shelters •Designed promotional material for group nights

### Skills:

- CMS: WordPress, Netitor, SIDEARM and Presto •AP Style •HootSuite •Tweetdeck •Google Analytics •SEO •Facebook •Twitter •Instagram •Vine •Pinterest •Storify •YouTube •Adobe Creative Suite •Uberflip •ZMags •AVID •Cameras: JVC HD, GoPro, Kodak P2, DVCPRO, Sony VX2000, DSR, SLR •Customer service •Event management •MS Office •Mac Computers

### Education:

Ithaca College's School of Health Sciences and Human Performance  
Master of Science Sport Management—August 2012

GPA: 3.9

Syracuse University's S.I. Newhouse School of Public Communications  
Bachelor of Science Broadcast Journalism—May 2009, Magna Cum Laude

