



CarinaOst.com
carina@CarinaOst.com
415.844.0999

Creating a Digital Content Strategy for Your Organization

Content Creation | New Media Marketing | Public Relations | Community Engagement

Innovative New Media Marketing and Community Management Expert with 7 years of experience driving brand social media initiatives for review sites, mobile apps, restaurant chains, tech companies, and lifestyle brands.

Hyperfocused MBA with a talent for balancing professionalism with innovation when designing integrated campaigns and engaging with customers and analysts. Refined excellence in trend-spotting, crafting promotional content around current events, delivering media pitches, and initiating one-to-one dialogues through social media channels.

- CUSTOMER and CONTENT FOCUSED: Well-versed in building communities through content.
- TECH-DRIVEN: Savvy in emerging media technologies and landmark digital platforms.
- SOUGHT-AFTER: Entrenched in the restaurant scene with connections to top influencers.
- PROLIFIC: Tireless writer nominated for "Best Food Blogger" and completed NaNoWriMo 2014.

Freelance Writing & Consulting

Food Writer & Social Media Expert accessing community connections and writing style to deliver quality content.

Community Engagement | Blogging

Miami, FL | July 2013 – Present

- *Miami New Times*: Contributes to the food blog on a weekly basis. Produces top-viewed listicles, including, "Ten Best Plantain Dishes in Miami" and "Ten Best Comfort Food Dishes in Miami." Wrote full-length restaurant critiques for print and online, for restaurants including: Semilla, Shaddai and 15 Steps.

San Francisco, CA | September 2010 – July 2013

- *SF Weekly*: Wrote weekly for the SFoodie blog with exposure to 250,000 visitors/month, detailing the restaurant scene, the most popular food-based TV shows, and interviews with food stars and cheffestants.
- Scored mentions in Washington Post, SF Chronicle, Grub Street, EaterSF, SFist, and Oh No They Didn't.
- Provided content and pilot programs for top apps: *Heard About?*, *Scoutmob* and *Loopt*.

Celebrity Cruises

 Miami, FL | July 2014 – Present

Social Media Manager (*September 2015 to Present*) developing strategy for key brand initiatives across channels, speaking to a community over 650k people. Personally train key executives on social and manage an analyst and content producer to deliver best-in-class digital experiences from social care to engagement.

Content Marketing Consultant (*July 2014- September 2015*) for a top cruise line that exemplifies modern luxury in service, accommodations, destinations and cuisine. Received a "Star of the Quarter" award in the first quarter from the VP of Marketing and a "Team of the Quarter" award for the 2016/17 Deployment Strategy.

Content Strategy | Social Media

- Aligned all digital content producers by leading bi-weekly meetings with PR, social media, email, blog and loyalty teams. Create a forward and backward facing calendar to document all brand initiatives and efforts through a cohesive content team and share results monthly with marketing leadership.
- Played a key role in the 2016/17 Deployment strategy by selecting user generated content for nine landing pages, overseeing the blog, and updating homepage content with one solid and consistent strategy.
- Created social media strategy for #GrassIsGreener brand initiative that drove 80k sweepstakes entries in one week through social channels
- Manage relationships with all content provider vendors, like Livefyre and BazaarVoice

GoPago

 San Francisco, CA | July 2012 – July 2013

Community Manager for an integrated point of sale and mobile payment start-up, backed by JPMorgan Chase. GoPago's mobile application allows customers to browse, order and pay from their smartphones at hundreds of San Francisco merchants. Managed all social media outlets, including Facebook, Twitter, YouTube, and Instagram

(named Top 11 Startup to follow on Instagram), engaging with the mobile consumer base through contests, promotions, restaurant recommendations and humor.

Community Management | Social Media

- Drove consumer promotions: provided content for Tim Lincencum's 400,000 Facebook fans and Vernon Davis' million Twitter followers, offering a \$10 GoPago credit resulting in 75,000 app downloads.
- Played a key role in the strategic shift from direct consumer marketing to merchant-enabled consumer marketing, through in-depth one on one interviews with top GoPago users.
- Introduced during the sales cycle to work directly with top GoPago merchants, from local quick service restaurants to multinational brands like 7-Eleven, on creating marketing launch plans and collateral.
- Wrote monthly sponsored blog posts for 7x7 Magazine, highlighting the merchant network in a playful way, "Top 5 Places to Get Your Moustache Wet in Movember"

Ink Foundry (Now Angelsmith) Sausalito, CA | September 2010 – April 2012 and July 2014

Account Manager for a full-service marketing communications agency that specializes in word-of-mouth marketing, social media and traditional public relations in wine & food, retail, restaurants, and travel. Played a key role in the agency's shift from traditional PR to New Media Marketing, including identifying and driving messaging through online personalities and "hidden influencers" with real impact on CxO decision-makers.

New Media Marketing | Public Relations

- *Fleming's Prime Steakhouse and Wine Bar*: Launched and promoted new media campaigns such as the skinny cocktail, gluten-free meal contests, media dinners for bloggers, and product giveaways linked to well-known food, wine, beauty, and sports affiliates, sparking numerous viral marketing frenzies.
- *Outback Steakhouse*: Performed outreach to top "dad bloggers" nationwide in a large scale Father's Day giveaway, which sparked 17,000 entries and comments around "funny dining moments with kids."
- *Vinifinity & Napa Technology*: Conducted sommelier and wine buyer surveys to track trends, ghostwrote articles picked up by major trades, and drafted press releases for these wine technology clients.
- A designated social media journalist for the Rodney Strong Wine 25th Anniversary Dinner event that took place in five cities. #RSV25 trended #1 on Twitter and nominated for a 2015 Shorty Award for the best social media campaign in Wine, Beer and Spirits category.

Uncouth Gourmands, LLC Pasadena, CA | May 2008 – May 2010

Co-Founder, Marketing Maven, & Starlet of this multimedia lifestyle brand that embodies and promotes the values of fun, food, and friendship. Created 5-year business plan covering Merchandising, PR, Broadcasting, and Publishing – targeting unpretentious yet educated Yelp/Bravo demographic.

Writing | Blogging

- Wrote daily on the LA food scene, becoming the voice of the younger foodie crowd as recognized by the LA Times, LA Weekly, EaterLA.com, EatingLA.com, and Food GPS.com.
- Transformed local blog into an investor-funded nationally recognized website, updating content 4 times/week and attracting quips and insights from even the most elusive, respected bloggers. Won high-value incoming links from bloggers, restaurateurs, critics, and newspapers.
- Established web presence spanning blogs and social networks, reporting on everything from flirting with waiters to sneaking in the kitchen and crashing stuffy dinner parties.

Media Production

- Created story and teasers for 2 TV series – 11-minute video for scripted reality show, and 3-minute edutainment cooking show clip directed by an MTV's *Real World* producer. Attracted meetings with Fremantle Media, the owner of "American Idol."
- Shot 3 podcasts, editing 1-hr segments into 15-minute bits of discussions around dining and dating.
- Conceptualized 6-part comic book series, "The Insatiabes," a superhero spoof chronicling the UGs.

Woodbury University Burbank, CA | 2004-2010

MBA & BS Business Management with concentration in Entrepreneurship

- Selected as student delegate for exchange program at China's most prestigious college, Zhejiang University.
- Wrote "Dos and Don'ts" ethics paper on Bernie Madoff, Trader Joe's, and Martha Stewart.