

PAULA K. WIRTH

Oakland, CA 94606

about.me/paulawirth | paulawirth.com | paulawirth@gmail.com

Director of Content, Community & Social Media

Summary of Qualifications:

- Social media, community, content, design, research, app and web experience
- Online experience strategy, content/UI development, and marketing expertise
- Principal of several active social communities including Eat Drink Oakland
- Academic background in Fine Arts, Design, and Technology

Specialties:

Social Media Marketing, Community Management, Content Development, User Experience, Web Strategy & Design, Research & Analysis, Campaigns & Promotions

Professional Experience:

CONTENT & COMMUNITY MANAGER – Polar - Input Factory, Inc., Los Gatos, CA.

1/2013-9/2014

Directed and supervised the content and editorial of a hugely successful, rewarding, and engaging social App & Mobile Web environment with over 500M unique user submissions and 1.1M active users. Additionally, managed a team of three community moderators and content creators as well as developed community standards, guidelines and editorial principles. Cultivated quality community-generated content through daily themes, weekly contests, and close communication with users. Analyzed site metrics, established a super-user group and monitored other social media outlets to learn more about the users and their behaviors leading to an improved customer experience. Outlined and improved internal processes for content oversight and delivery via the admin tools. Worked and collaborated with a geographically diverse team; local, east coast & off-shore serving an international user base in multiple languages.

SOCIAL MEDIA, MARKETING & DESIGN CONSULTANT – Eat Drink Sociably, Oakland, CA.

8/2011-1/2013

Consulted with several companies and startups on social media and content strategy. As the founder of active social media sites, researched and wrote editorial content covering news, businesses, and social issues. Organized and managed food & art events for Oakland businesses and professional artists. Promoted and provided social media coverage during events (Indie Awards and Cuatro de Mayo). Brand ambassador for moo.com. Initiated marketing research for Polyvore, evaluating and recommending improvements to their app and social media sharing to improve user acquisition and overall impressions. Curated and disseminated fashion content across social media channels (Pinterest, Tumblr), providing recommendations and insights. Designed and illustrated product scenarios for Location Labs (mobile app developer). Branding, web design and icon development for an IT consortium.

SOCIAL MEDIA & COMMUNITY MANAGER – Bagcheck, Mountain View, CA.

6/2011-8/2011

Social media strategist and community manager. Cultivated quality communities by attracting expert contributors and key influencers, to develop effective and engaging content. Researched and developed topic verticals including technology, software and applications, consumer products, photography, and food. Recommended, tested and deployed feature enhancements, such as integrating with third parties (Flickr), to make information input easier for new users.

WEB CONTENT & DESIGN COORDINATOR – Z Gallerie, Berkeley, CA.

10/2008-6/2011

Managed ecommerce presence, online properties, email marketing, visual design, and social media strategy. Identified areas of improvement in the company's web presence, user interface (web and mobile), and internal

collaboration between business units. Made recommendations to senior management, leading to improvements in customer satisfaction and sales, user engagement, and more efficient internal procedures. As Social Media Strategist, implemented an effective social media presence, with compelling content (interior design resources and education), product launches, news & events, features, and contests via Facebook, Twitter, and Foursquare. Became the voice of the company across social media, established guidelines for online customer support, led conversations, listened across networks, responded to questions, and provided insight into customer concerns. As project manager, researched, assessed platforms, and recommended Silverpop as the new email provider. This upgrade allowed for whitelisting with improved email deliverability and tracking, list management and segmentation, analytics, personalization, and social media sharing. With this system, email deliverability rates doubled, open-rates soared, leading to increased click-throughs, massive list growth, and vastly improved retention.

DESIGNER – Safeway, Longs Drugs, Livermore, CA.

1/2008–6/2008

Web, animation, and interface designer for Safeway ecommerce and corporate sites, in-store kiosks, and email marketing. Art director, designer, and storyboard artist for photography, catalogues, billboards, and other marketing materials.

UI DESIGNER – Samsung Electronics, SISA, San Jose, CA.

8/2007–1/2008

User interface designer for a consumer interactive media player aggregating and streaming content from online sources such as YouTube and television networks. Designed a prototype medical search portal, and the Open Innovation research website.

FINE ARTS INSTRUCTOR – Acalanes High School, Lafayette, CA.

8/2006–6/2007

Designed curriculum and taught fundamentals of graphic design, including typography, composition, and visual hierarchy at Acalanes High School. Instruction focused on design process, conceptualization, consistency, critique, ethics, and communication with clients.

WEB DESIGN CONSULTANT – Inkvision, Oakland, CA.

10/2005–7/2006

Directed a staff of volunteers and supervised monthly sales for Friends of the Palo Alto Library. Delivered designs, illustrations, and photography for website and advertising clients.

WEB DESIGNER – Stanford University, MLK Papers Project, Stanford, CA.

9/2004–9/2005

Created a database-driven online journal with daily features, news, and quotes. Designed and produced educational websites, online lesson plans, and multimedia teacher resources for the Liberation Curriculum.

INSTRUCTOR & LAB MANAGER – University Of British Columbia, Vancouver, BC.

5/2001–6/2004

Taught undergraduate studio courses in visual theory, drawing, painting, printmaking, and sculpture. Managed a multimedia lab training professors, students, and staff in the use of business, graphics, and web design applications. System administrator and content manager for online education systems.

CREATIVE DIRECTOR – IBM-Almaden Research Center, San Jose, CA.

1/1998–1/2001

Responsible for the design, content management, writing, and editing of the IBM Almaden web properties. Managed a distributed team of web production assistants, writers, and photographers, and collaborated with research scientists and executives. Directed and handled all aspects of website development, content generation, style guides, and print production. Created sitemaps, wireframes, and prototypes for IBM websites and applications. Assessed creative candidates, and was responsible for on-boarding, training, and mentoring new hires as well as existing employees. Developed the international IBM Computer Science Research showcase website, managing contributions and deliverables from US and overseas facilities.

Education:

UNIVERSITY OF BRITISH COLUMBIA, Vancouver, BC.
M.F.A. Program, 2001–03.
Computer Science Program, 2001.

RICE UNIVERSITY, Houston, TX.

Double-Major in Art & Music, Bachelor of Arts, 1995.

Awards:

- Finalist, SF Weekly 2011 Web Awards - Best Local Source for Food Porn (for Eat Drink San Francisco food blog)
- ASI Exchange Communications Award, Vancouver BC, 2002.
- ASI Exchange Communications Award, Vancouver BC, 2001.

URLS:

Eat Drink Oakland eatdrinkoakland.com
twitter.com/eatdrinkoakland
facebook.com/eatdrinkoak

Polar polarb.com
twitter.com/polarpolls

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