



Micky Bedell

social & content strategist

Authentic doesn't have to mean amateur. I specialize in guiding user generated content collection and turning assets into polished, branded videos in line with social trends and styles - without losing a drop of authenticity. As a social media manager I maintain a highly engaged community through a robust organic strategy that features edited UGC alongside professional photography.

Contact

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Education

Expected 2024
M.A.L.S Marketing + Higher Ed
University of New Hampshire
B.S. Journalism
Boston University

Expertise

Social Media Management
Multimedia Production
Adobe Creative Suite (Premiere, Lightroom, Photoshop, After Effects)
Project Management
Analytics & Reporting
Problem-Solving
Creativity
Adaptability
Communication
Collaboration
Independent Thinking

Certifications

Professional Drone License
After Effects (Maine Media Workshop)
Social Media Marketing (Hubspot)
Digital Advertising (Hubspot)

In Progress

Professional Certificate in Digital Marketing (Digital Marketing Institute)
Professional Certificate in Marketing (American Marketing Association)

Experience

NOV 2019 - PRESENT

University of New Hampshire
Peter T. Paul College of Business and Economics

Senior Multimedia Manager

- Assist in conceptualizing and executing comprehensive undergraduate digital marketing strategy, including content, organic social, paid social, web and e-mail.
- Manage and coordinate a five-student content production team, maximizing output and imbuing student voices across platforms.
- Produce high-quality visual assets, including photography, videography, and graphics.
- Utilize project management skills to execute 30+ simultaneous multimedia projects from ideation to final delivery at any given point in the academic year.
- Monitor and report social and website analytics to assess the performance and effectiveness of marketing campaigns. Adjust strategy accordingly.
- Collaborate with main UNH marketing team to align social media efforts with undergraduate admissions and digital advertising strategies.

9.15% avg Instagram engagement rate (eng/reach)	17.11% avg LinkedIn engagement rate (eng/impressions)	53% increase in total followers (10,000+)	300% increase in Instagram followers (1,500 → 5,000)
114K organic LinkedIn post link clicks (2022)	800% increase in yearly organic impressions (1M → 8M)	350% increase in yearly engagements (43K → 193K)	44,000 average monthly video views (INST & LI & TKTK)

DEC 2017 - OCT 2019

Colby College

Assistant Director of Digital Media

- Developed and implemented Instagram content strategy, focusing on high-quality digital media and authentic student voices. Resulted in three award-winning social series.
- Pitched, conceptualized, and executed various multimedia projects, including videos, photos, audio, and text pieces.
- Coordinated with multiple stakeholders across various departments to amplify and showcase their achievements in line with College marketing goals.
- Managed a team of nine student digital media workers, optimizing production capabilities and fostering student growth.
- Collaborated with Assistant Director of Digital Audiences to grow and refine strategy based on changing trends and audience preferences.
- Grew Instagram following by 68% (7,800 → 13,100) and consistently achieved engagement rates above 10% on posts.

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Awards

CASE National Circle of Excellence

2020 | Video: Student Recruitment, Long (Bronze)

2019 | Student Life: Best Use of Social Media (Silver)

CASE District I Excellence Awards

2020 | Low-Cost Programming (Silver)

2020 | Excellence in Storytelling (Silver)

2020 | Breakthrough Social Media (Silver)

2019 | Best Use of Social Media (Gold)

Maine Press Association Better Newspaper Awards

2016 | News Video (First)

New England Newspaper and Press Association Better Newspaper Awards

2016 | Entertainment Video (Second)

2016 | Sports Video (Third)

Online News Association

2013 | Breaking News: Student Projects, Small (First)

2013 | Breaking News: Student Projects, Large (First)

Experience (continued)

MAY 2017 - DEC 2017

Unity College

Associate Director of Media Relations

- Developed and executed a comprehensive social media strategy, doubling total followers across Instagram and Facebook accounts (4,300 -> 8,600) and tripling engagement rates (1.5% → 4.5%).
- Produced and distributed multimedia press releases, developed story pitches, and identified appropriate media contacts, resulting in multiple front page highlights in local newspapers and primetime features on local television.
- Produced professional photography and short-form videos for distribution on social media platforms, embedding on webpages, and use in advancement outreach/campaigns.
- Developed, produced, and wrote the college's 2017 Alumni Magazine.

JAN 2016 - APR 2017

Bangor Daily News

Photo Editor + Photojournalist

- Managed a team of four full-time staff photographers, coordinating with multiple news departments and editors across four geographically distanced newsrooms.
- Sourced, hired, and managed photography content from freelancers.
- Produced high-quality photos and videos as a full-time staff photographer.
- Integrated the photo staff into the company's Instagram and Facebook strategy, developing and executing new platform-specific content ideas.
- Implemented successful direct-to-Facebook video campaigns to reach new digital audiences.

MAR 2014 - DEC 2015

Newspapers of New England Massachusetts

Multimedia Editor + Photojournalist

- Advised on and produced multimedia content for the Daily Hampshire Gazette, The Recorder, and The Valley Advocate.
- Became a voice for digital journalism, teaching social media basics, photography, and videography to reporters, editors, and photographers.
- Managed company Facebook pages, launched Instagram accounts, and monitored web and social media analytics, with a focus on driving traffic.
- Worked in partnership with reporters and editors across multiple newsrooms to produce high-quality photos, videos, and graphics as a staff photographer.

References available upon request.