

ERIC WEISBROD

LEADER IN DIGITAL STRATEGY & PARTNERSHIPS

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PROFESSIONAL EXPERIENCE

Cofounder & Chief Innovation Officer

Zivvy Media, Remote | January 2023 – Present

- Develop and execute content and business strategy for social media-focused Gen Z news outlet
- Oversee budget, paid and organic social media marketing and influencer partnerships
- Hire, manage and mentor contributors, ensuring they create innovative, effective, and accurate posts
- Grew following on TikTok by 40x and Instagram by 3x in nine months, with 2+ million views across platforms

Marketing Consultant

Snapstream, Remote | October 2022 – October 2023

- Create and implement marketing strategy for software company, including site revamp, case studies, customer review campaigns, landing page creation, email sequence campaigns, social media videos and SEO

Strategic Consultant

Eric Weisbrod Strategies, Needham, MA | November 2020 – Present

- Teach bootcamps for newsrooms and businesses on multi-platform strategy
- Implement social strategies for newsroom, increasing Instagram growth rate by 55% in 6 weeks for one client
- Consult companies with sales strategy, making introductions and setting up meetings with major prospects

Sr. Director of News Partnerships and Business Development

Tagboard, Remote | September 2021 – August 2022

- Built multimillion dollar pipeline for cloud-based interactive graphics platform and owned sales process from prospecting, discovery, product demos to contract negotiation and closing
- Grew total bookings by 3x from Q1 to Q2, becoming top performer among six outbound sales executives
- Advised and solved challenges for organizations involving efficiency, engagement, revenue and innovation
- Oversaw strategic partnerships with social networks including Twitter, Meta, TikTok and Reddit
- Collaborated with marketing and product on strategies to double company's annual recurring revenue

Strategic Partnership Manager, News

Facebook, Remote | December 2020 – August 2021

- Drove partner value and business objectives as primary point of contact for 18 major news organizations including ABC, NBC, CNN, PBS and Telemundo
- Proposed and negotiated multimillion dollar content deals with network executives
- Planned and led trainings with journalists on effective use of Facebook and Instagram products, resulting in exponential revenue and audience growth for several news partners

Director of Social Media

CNN, New York | October 2015 – October 2020

- Hired and managed team and led global social strategy for CNN TV shows, talent, events and breaking news
- Grew dozens of new social accounts with millions of engaged followers and high interaction rates
- Developed and executed audience engagement strategies like live Q&As, votes and on-air social integration
- Oversaw partnerships with Facebook, Instagram, Twitter, resulting in millions of dollars in annual revenue
- Spearheaded innovative initiatives like original Facebook series (Anderson Cooper Full Circle, Go There) and Facebook Live strategy with global reporter interviews and interactive Q&As

PROFESSIONAL EXPERIENCE CONTINUED

Digital Producer, Cross-Platform Programming

CNN, Washington, DC | May 2012 – October 2015

- Directed network-wide social media campaigns, on-air integrations and partnerships with Facebook, Instagram, Twitter, Tumblr and Microsoft for election coverage and special events
- Developed social strategy for CNN Politics, “The Situation Room” and “Crossfire”
- Trained dozens of anchors, reporters and producers in social media best practices

Associate Producer, Situation Room

CNN, Washington, DC | February 2006 – May 2012

- Wrote segments on social media, politics and breaking news, including CNN’s first-ever story on Twitter
- Researched and produced interview segments for Wolf Blitzer
- Produced show video and graphics in control room for live breaking news

News Assistant

CNN, Washington, DC, | June 2005 – February 2006

- Produced reporter live shots, coordinated incoming/outgoing feeds, ran teleprompter

EDUCATION

George Washington University, Washington, DC

Bachelors in Electronic Media

University of Seville, Spain

Study Abroad

SKILLS

- Business development
- Full-cycle sales
- Video and live production
- Social media strategy
- Content marketing
- Product marketing
- Team management
- Training and mentoring
- Writing and copyediting
- Audience engagement
- Social and digital analytics
- Relationship building
- Editorial judgement
- Intermediate Spanish
- Creative problem solving

AWARDS

- **Shorty**: Best Facebook Video for “Go There” | 2021
- **Webby**: Best news social series, “Go There” | 2021
- **Eppy**: Social Campaign for Coronavirus Q&A | 2020
- **Eppy**: Go There, Coronavirus in Wuhan | 2020
- **Shorty**: Best Facebook Lives for “Go There” | 2020
- **Murrow**: Excellence in Social Media for CNN | 2019
- **Murrow**: Excellence in Social for CNN Election | 2016
- **Webby**: Best Social Event for CNN Election | 2016
- **Social TV**: Best News Program, White House Correspondent’s Dinner | 2015
- **Emmy** (News and Doc): CNN Election Night | 2012
- **Shorty**: CNN’s Election Coverage | 2012
- **CNN Impact Award**: Outstanding Achievement in Sales Support | 2012