

JANEIVY HILARIO //

photographer / creative strategist

www.janeivyhilario.com

EXPERIENCE

Pursuit of Portraits, New York City, New York - [2015 to Present]

Director of Social Media / Previously Social Media Strategist

- Manage social channels (Facebook, Twitter, Tumblr, Instagram)
- Provide and develop overall Social Media Strategy
- Manage Social Coordinators / curators / content creation
- Develop and launch social media campaigns (internal and clients)
- Analytics / Monitor media engagement
- Monitor competitors and photography trends

Notable Achievements

- Grew attendance from 50 to 300+ following first event.
- PursuitofPortraits account growth from 50K to 200k (2yrs)
- #PursuitofPortraits hashtag growth from 100k to 3mil (2yrs)
- First Photography community to host a gallery at W Hotels (360 RSVPs)
- First Magazine to feature Instagram Photographers World Wide for portraiture (320+ Photographers, 380+ Models, 30+ Countries)
- 30+ Instagram Insta-meets world wide (250-350 in attendance)
- First client campaign = 1mil reach, 530k impressions / 2nd = 5mil reach
- First Brand Partnership campaign = 15mil reach

Photographer & Creative Strategist, Worldwide - [2010 to Present]

Freelance Photography and Creative Strategist / Social Media

- Freelance photography: Photoshoots / Events / Commercial campaigns.
- Social Media Strategy: Brand campaigns / Start-ups / Small business / Non-profits / Educational

Notable Achievements

- Top Instagram Photographer in Connecticut,
- Hosted a photography meet up in a blizzard with Rosas Fresh Pizza to bring awareness to the homeless with Philly Tourism
- Hosted Connecticut's first official Instagram Meet up, to bring photographers and like minded individuals to see their home state from a new perspective.
- Explore Connecticut Initiative = #ExploreCT
- Launched @PursuitofPortraits photography community
- Launched Harvards new joint MS & MBA program

Harvard Business School, Remote - [2017 to 2018]

Social Media Strategist

- Provide / Develop overall social media strategy for HBS new Joint program
- Overall market research & Department research
- Monitor engagement / Ad monitoring and development
- Coach/train social media associates
- Develop new and innovative ideas

Nadicent Technologies, Stamford CT - [2013 to 2015]

Inbound Marketing & Design

- Managed Nadicent.com and blog and social channels.
- Content research & creation. photos, design, writing/newsletters
- Brand copy and brand development.
- Manage prospects and leads
- Launched redesign of Nadicent.com website.

SKILLS

Microsoft Office Suite
iWork
G Suite
Wordpress
Inbound Marketing
Hubspot Certified
Hootsuite
Analytics
Sprout Social
Discord / Slack
Digital & Email Marketing
Web Design
Graphic Design
Digital Photography
Video Editing
Adobe Creative Suite
Lightroom
Mailchimp
iOS/MAC Certified

CONTACT

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Stratford, CT - USA

EDUCATION

Housatonic Community College,
Bridgeport CT, 2010 - GPA: 3.8
*Associates of Graphic Design
& Multimedia*