

Aleah Green

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Education

B.A. Broadcast Journalism | B.A. African American Studies
University of Maryland- College Park

December 2020

Design Cultures and Creativity Honors Program

Experience

Jr Demand Marketing Strategist

September 2022-Present

IBM

- Create omnichannel marketing campaigns surrounding client events and major moments
- Collaborate with owned social, paid media, content, and influencer activation teams to produce supporting material that results in the best digital journey for potential clients

Events Social Media Coordinator - Contract

February 2022-August 2022

MTV Entertainment Group

- Developed and executed creative, results-driven, and engaging social strategy to resonate with pop culture and music fans for the following tentpoles: VMAs, Movie & TV Awards, and CMT Awards
- Maximized awareness and buzz for the 2022 VMAs, resulting in 40.1MM interactions across Facebook, Instagram, Twitter, and YouTube
- Generated 20MM views for Movie & TV Awards Pop-Up Pre-Show, through the use of engaging social copy
- Increased @VMAs IG followers by 39%, reaching 1.1M followers with a 7-week content calendar
- Increased @CMT account followers by 220K with 84% coming from TikTok during award season

Assistant Digital Media Planner - Client: BET

January 2021-February 2022

Horizon Media Inc.

- Partnered with brands such as Refinery29, Complex, Spotify, Essence, and several others to bring custom digital and social-first marketing ideas, targeting entertainment audiences, to life (i.e. video interviews, editorials, custom quizzes, etc.)
- Worked cross-functionally to manage and activate 3-4 monthly digital advertising campaigns with budgets ranging from \$500K to \$3MM for the BET and BET+ brand
- The digital campaign for the June 2021 premiere of Tyler Perry's Sistas and The Encore delivered 72MM impressions and 10.6MM video views
- The 2021 Hip Hop Awards digital campaign delivered 44.7MM impressions and 4.2MM video views with many partners overdelivering on reach and engagement
- Leveraged creative content and utilized knowledge of digital trends and understanding of audiences to determine appropriate advertising methods and partners to aid in reaching KPIs

Audience Engagement Team Member

August 2020-December 2020

Capital News Service

- Collaborated to write social copy and create graphics in support of the news stories that span coverage of Annapolis, Washington, D.C., Data, and Howard Center of Investigative Journalism
- Prepared coverage of the 2020 Presidential election, the University System of Maryland's approach to COVID-19, #ENDSARS, and more.
- Analyzed Parse.ly metrics to determine best practices for digital storytelling and content posting strategies

Digital Video and Social Media Marketing Intern

June 2020-September 2020

BET (T. Howard Foundation)

- Spearheaded the social promotional campaign for BET's free preview of the CBS All Access (now Paramount+) hit "The Good Fight"
- Wrote social copy, created social assets, engaged in community management, and used Sprinklr to schedule content across more than five brand accounts, including BET, BETher, Hip Hop Awards, Tyler Perry's Sistas, Tyler Perry's The Oval, and Chronicles on BET
- Created 15 one-sheets to brief the larger linear and brand team on a [confidential] miniseries
- Developed a hiatus social strategy for Tyler Perry's shows that utilized Instagram Reels as an emerging social feature to boost engagement

Broadcast and Digital Production Intern

June 2019-July 2019

WNET, PBS NewsHour Weekend (Emma Bowen Foundation)

- Pitched and produced "Beyond the Streets," a nationally aired video segment on a local graffiti art exhibit
- Transformed broadcast and digital news pieces into digestible content for Instagram Stories to broaden the social reach
- Researched material and fact-checked information for weekly news pieces
- Drafted up to three scripts and packages for air during the weekend news broadcasts