

Margaret Chase Streeter

PROFILE

Agile and creative professional and performing artist with 8 years in data-driven storytelling. Designed and led efforts for nonprofit organizations and initiatives that significantly increased community engagement, audience growth, and brand awareness through content creation/curation, strategy, marketing campaigns, and cross-sector research. Excellent writer, editor, listener, and public speaker at ease in diverse writing/presentation styles and rigorous deadline-driven environments. Passionate about working to create dynamic spaces of conversation that connect diverse populations to amplify big ideas and empower people of all ages and backgrounds.

EXPERIENCE

SOCIAL MEDIA MANAGER, TRINITY CHURCH WALL STREET | 2020-2024

- Research, write, photograph, film, edit, cut, schedule, and published all copy and creative for Trinity's social media channels, averaging 100+ unique, platform-specific posts a month across Facebook, Twitter/X, Instagram, YouTube, and LinkedIn. Planned and maintained cohesive and varied social media calendar. Served as in-house photographer for events, concerts, and services & real-time social media documenter. Composed weekly sermon descriptions for home page and weekly newsletter. Developed unique Trinity brand tone and style.
- Established new channel KPIs and designed long-range, forward thinking, nimble content strategies to retain loyal community and target new and younger audiences, including for YouTube which resulted in +230% subscriber increase and a +65% follower increase on Instagram. Led revamp of weekly digital analytics reports (web, email, social) – a cross-departmental presentation with actionable insights. Tripled total number of Trinity's followers.
- Collaborated closely with in-house designers, producers, marketers, and ministry partners (music, archives, philanthropy, clergy, et al.) to inform bespoke content, best practices, and promotional materials that align with our core values, build engagement, and drive growth. Revised community partnership and crisis management processes.
- Designed, tested, and ran paid social ads (from single events to months-long awareness campaigns) on Twitter/X, Facebook, Instagram, and LinkedIn. Researched, tracked, and reported on campaign results to provide actionable feedback and editorial recommendations. Registered NY lobbyist to advance advocacy work on mass incarceration & homelessness.

ENGAGEMENT COORDINATOR, NEW AMERICA | 2015-2020

- Partnered with national foundations to develop and execute programming and research projects. Co-authored reports, presentations, toolkits, and human-centered design workshops for cross-organizational initiatives on the future of work, education, and regional development. Led labor market research, analysis, & data visualization for automation risk and rural/micropolitan economic development in multi-state initiative.
- Produced original digital & print content including: social media & web posts, live event coverage, photography, event collateral & recaps, and presentations. NYC office manager.
- Curated, facilitated, and documented 200+ events from pitch to post-production that amplified the work of in-house scholars and national thought leaders. Liated between programs, internal/external stakeholders, and clients across multiple states and channels. Conducted community, speaker, and partnership outreach, solicitations, and interviews.

EDUCATION & TRAINING

COLUMBIA BUSINESS SCHOOL /EMERITUS – “DIGITAL MARKETING: CUSTOMER ENGAGEMENT, SOCIAL MEDIA, PLANNING & ANALYTICS” ONLINE COURSE

UNIVERSITY OF LOUISVILLE – HISTORY B.A.

ROYAL SCHOOL OF CHURCH MUSIC SUMMER COURSES – 11 YEARS

SKILLS

Multiplatform Communication & Styles (Written, Verbal, Social) • Content Strategy • Data Analysis & Visualization • Audience Development • Social Media Marketing/Ads • Social Listening • Photography • Short-form Video • Multiple Project Management • Adobe Creative Suite • Live Tweeting • Reputation Management • German Proficiency • Social Crisis Response • Live streaming • Public Speaking • Classical Pianist & Singer

EXPERTISE

Classical Music (Performance, History, Theory, Trends) • Art History • Social Media Trends • Pop Culture • NYC Print & Digital Media Ecosystem • Event Design and Facilitation • New York City Lobbying Law • NYC History & Cultural Landscape