

MARGARET STREETER

STRATEGIC COMMUNICATIONS | SOCIAL MEDIA EXPERT | CONTENT CREATOR

CONTACT

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 - 📍 300 Riverside Drive #14G, NYC
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SKILLS

- Multiplatform Communication & Styles
- Content Creation:
Photo, Video, Reels, Graphics, Decks
- Content + Marketing Strategy
- Ad Managers: Meta, LinkedIn, X
- Videography (Pre/Post-production, Shooting)
- Market Research
- Multiple Project Management
- Qualitative and Quantitative Analysis
- Data Visualization
- Brand Stewardship
- Social Listening
- Community Management
- Audience Development
- Partner Toolkit Creation
- Live Streaming / Live Tweeting
- Public Speaking / Speechwriting
- German Language Proficiency
- Classically Trained Pianist + Singer

Tools: Hootsuite • Lightroom • Talkwalker
Drupal • Wrike • Canva • Monday • Mobile
Video Editing Apps • Adobe Creative Suite

EXPERTISE

- Facebook, Instagram, Threads, X, LinkedIn, Youtube, TikTok, Pinterest
- Social Media Trends
- Photography
- Reputation/Crisis Management
- Internet + Pop Culture
- NYC Print + Digital Media Ecosystem
- Event Planning + Facilitation
- New York City Lobbying Law
- NYC History + Cultural Landscape
- Art History + Classical Music

PROFILE

I believe in the power of storytelling. As a creator and strategist I aspire to craft incisive, performance-driven narratives that connect communities, drive engagement, and inspire change. My expertise spans editorial, video, and visual content, strategic planning, data-driven marketing campaigns, and cross-sector research.

Whether leading teams at large non-profits or managing channels for small businesses, I am a collaborative problem-solver, eager to transform dynamic ideas into compelling content that achieves maximum impact.

Despite being a digital native, I am firmly rooted in my city and its surroundings, and I am dedicated to shaping its future. I credit my training in the arts and humanities with cultivating my inventiveness, confidence, and drive.

EXPERIENCE

Social Media Manager

Crisis Management and Litigation Strategy Firm (Confidential) 2024

- Conducted comprehensive peer and client brand audits, translating findings into clear, concise action items and long-term strategic goals.
- Crafted multi-channel strategies and campaign-based initiatives for clients (legal, non-profit, influencer, healthcare, political, veteran) with emphasis on business goals, reputation management, and lead generation.
- Synthesized evolving, sensitive topics into dynamic social assets in fast-paced, entrepreneurial environment.
- Managed calendar and workflow of high-quality content for Facebook, Instagram, X, and Threads, designed to empower clients, engage with new and current audiences, and promote key messages.
- Served as thought leader, sharing best practices, editorial guidance, and relevant industry trends with clients and in-house collaborators.
- Monitored, refined, and reported metrics in order to accelerate the effectiveness of long and short-term strategies & campaigns.

Social Media Manager

Trinity Church NYC 2020-2024

- Researched, planned, shot, and published all copy and creative social media content, averaging 100+ platform-specific posts a month. Established cohesive Trinity brand tone and style. Trained and managed interns / temps.
- Served as staff photographer and real-time documenter for all events and services. Composed concise weekly sermon interpretations for home page and newsletter.
- Established new channel KPIs and designed long-range, 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. Tripled total number of followers.

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EDUCATION

Digital Marketing:
Customer Engagement,
Social Media, Planning & Analytics
Columbia Business School/ Emeritus
(online)
2021

History B.A.
University of Louisville
2010 - 2012

Music
Bard College
2007 - 2009

REFERENCES

Lisa Jaycox (Trinity Church NYC)

- 646-244-6992
- ejaycox@gmail.com

Molly Martin (New America)

- 317-439-1163
- molly.garrett@gmail.com

- Revised community partnership and crisis management processes. Revamped cross-departmental analytics reports (web, email, social). Registered as NY lobbyist to advance advocacy campaigns on mass incarceration & homelessness on X/Twitter.
- Collaborated closely with in-house designers, producers, marketers, and ministry partners (music, archives, philanthropy, clergy, et al.) to inform content, best practices, and promotional materials which align with core values, build engagement, and drive growth.
- Designed, tested, and ran paid social ads (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.

Engagement Coordinator

New America

2015-2020

- Partnered with national foundations to 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, blogs, live event coverage, photography, event collateral, and presentations.
- Curated, facilitated, and documented 200+ events from pitch to post-production that amplified the work of in-house scholars and national thought leaders. Liaised between programs, external stakeholders, and clients across multiple states and channels. Conducted community, speakers, and partnership solicitations and interviews.

SELECT PUBLISHED WORK

Video

- ["1,000 Years of Stained Glass in Five Minutes"](#) (Trinity Church)
- ["A Joyful Noise"](#) (Trinity Church)
- ["On the Spot with Alice Attie"](#) (The Brooklyn Rail)
- ["Alice Attie: Near and Far"](#) (Galerie nächst St. Stephan Schwarzwälder)

Photography

- Trinity Church Staff Photographer:
 - [9/11 Tribute in Light – Easter 2023](#) – ["Considering Matthew Shepard"](#)
- New America 2018 [Annual Report](#)
- ["Taking Risks that Matter"](#) (New York Foundation)

Writing

- ["Why We Go to the Mountain" Presiding Bishop Curry](#) (Trinity Church)
- ["Nice Work If You Can Get It"](#) (New America)
- ["The Other Side of COVID-19"](#) (New America)
- ["Humanities + Tech: Discussions on the Future of Learning & Work"](#) (New America)