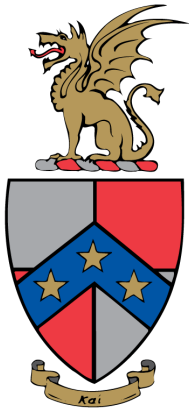


Georgia Tech, Beta Theta Pi  
Wednesday, Nov 19, 2014



# Social Media 101



Steffan Pedersen

Social & Digital Strategist, Object 9

# About Me

- ATLien. Lived in Denmark.
- East Cobb. Pope High School.
- Soccer and tennis.
- Social & Digital Strategist @ Object 9
- Previous: Georgia Soccer, Marriott, Cox, Insightpool
- 2013 UGA Grad, sorry
- Senior year social class, Adam, SXSW



# Think like an employer

“Always hire people smarter than you”

→ experts, specialists

Thought leadership & Content creation

Relationships with previous managers?

Personal branding: unique, consistent, approachable. It comes and goes with you.

Long-term → career, not just job.

Dress for the job you want.

# Social Values

Transparency

Sincerity

Professionalism

Gratitude

Passions

Community involvement

Interactive

Curious

Self-starter / Entrepreneurial

Knowledge and data driven

Risk-taker

Helpful

Entertaining

Networker – with a purpose

- research companies of interest
- learn about employees
- ask for introductions
- Informal interviews, office tours, coffee

Good Communicator:

- Responsive in email
- Thoughtful questions in interviews
- Professional speaking experience

# Social Tips



Personalized URL

Professional headshot

Use Publisher

Don't send invite unless met, or specific purpose

Common sense



Public profile

Professional look / pic / content

Be genuine – thank you's, connect on interests

Build Influence – follower ratio effect

Network

- You can connect with anyone. Anyone.
- Informal interviews, office tours, coffee
- Bio keywords, specific cities/companies
- Following influentials, favorite and reply to tweets. Eventually they'll respond!

# Opportunities

Connect with alma matter

- Greek alumni
- LinkedIn / networking events

Find a Mentor

Make a site – blog, pictures, whatever

Business cards

Highlight philanthropy community  
service / volunteering

Industry associations/events all over ATL

People like Adam and I. So many people willing to help.

You never know who you're talking to.

November 22<sup>nd</sup> Alumni Mixer @ Ormsby's

# Intro Emails

Hey Adam,

The last time we spoke you had mentioned you know \_\_\_\_\_ over at \_\_\_\_\_, would you mind sending him/her an email introduction? It would be great to connect with him/her and learn more about \_\_\_\_\_. I've attached a brief bio below, feel free to forward along.

Thanks!

Here's a little more about me:

- Current Digital Strategist at Object 9, previously Cox
- Passion for social/digital media and marketing
- BBA in Marketing and cum laude grad from UGA
- Big into tennis and soccer
- Danish/American dual citizen

Sign off with links to Twitter, LinkedIn, Blog

# Resumes; add some personality

traditional, but clean

**Steffan Pedersen**  
925 Crane Road NE, Atlanta, GA, 30324, USA  
770.722.8182 / steffanpedersen@gmail.com  
[LinkedIn](#) / [Twitter](#) / [www.steffanpedersen.com](#)

Hello. I'm Steffan, and I like to connect the dots and get things processed. My experiences include social media management, content creation, project management and brand development, among other important sounding industry buzz words. I like to network, stay active, and explore.

## Work Experience

Digital Strategist / April 2014 - present

Object 9, Atlanta, GA / 678-447-2228 / Branden Lisi, Partner

- **The Company:** *Communications and change management agency focused on the progression of awesome brands.*
- **The Job:** Build sustainable relationships with clients, collaborate to drive business objectives, manage associate level team members and interns, report to agency Partners, and rapidly learn new industries and digest content to be a thought leader on behalf of clients.
- **My Work:** Seamless integration of social department, Object 9 web presence increases over 150%, IABC Silver Quill Award winner for MarkComm. Promoted from Social Media Manager to Digital Strategist. HootSuite, Salesforce, Sprout, Basecamp, Wordpress, Adobe.

Social Media Intern / February - April 2014

Cox Communications, Atlanta, GA / 678-642-7680 / Adam Naide, Social Media & Digital Marketing Executive

- **The Company:** *3rd largest cable provider in America.*
- **The Job:** Served as a member of the corporate Social Media Marketing team.
- **My Work:** Optimized customer experience by developing content plans for Cox social accounts. Managed projects between Cox and Insightpool to optimize engagement and drive activations. Evaluated technological trends and industry best practices. Facilitated panel preparedness for SXSW: Executive briefing.

Social Media Analyst / March 2014

Insightpool, Atlanta, GA / 404-734-1678 / Adam Wexler, Founder

- **The Company:** *Social Media Engagement Optimization start-up, focus on proactively engaging prospects to activation.*
- **The Job:** Freelance analyst on a social currency case study while representing Insightpool at SXSW.
- **My Work:** [NCAA Social Currency Index project](#), managed trade-show activities and booth at SXSW 2014.

## Community Involvement

- Atlanta Interactive Marketing Association: Member, Social SIG, Volunteer / October 2013 - present
- Terminus Legion: (fka ATLwantsMLS) Founding Member & Marketing Volunteer / December 2013 - present
- MATCH Atlanta: Team Member, Inaugural Beta Program / August 2014 - present
- Steffan Strings: Self-founded in 2004 following my tennis passion. Built around the ideals of reasonably priced athletic services in a demanding market. Track inventories, work with strict deadlines, and build database through email/WOM marketing. Streamlined to social/digital presence for engagement and awareness. Increased sales and clients by 200% after year one and steady increases in revenue throughout.
- Sports Marketing Intern / June - September 2013
- Georgia Soccer Association, Atlanta, GA / 770-452-0505 / Jade Beaulieu, Director of Operations
- Intern for local nonprofit, following my passion for soccer. Promoted to Supervisor role and managed independent projects on affiliate programs. Revitalized the GSSA Intern Manual, and coordinated Publix Atlanta Cup event (7 venues, score collection/submission for 440+ teams, PR, and social media outreach).
- Marketing Intern / Blind Pig Tavern, Athens, GA / May - August 2013
- Designed loyalty & rewards program and secured Bulldog Bucks and Red & Black newspaper accounts.
- Social Media Street Team Volunteer: NCAA, March 2013. Event Marketing/IBM Volunteer: USTA June 2011
- Senior Pro: Universal Tennis Academy & Tennis Dynamics, 2005 - 2012, Marietta, GA.

## Additional Information

- **Education:** UGA Terry College of Business, BBA Marketing, Class of '13. Cum Laude Grad. HOPE Scholar, Presidential Scholar, Dean's List, Business Professionalism Certificate, Club Tennis
- **Speaker:** GT Business Organization, Nov 2014. UGA Undergrad, [March 2014](#). Dana Barrett Show, [May 2014](#).
- **Contributor:** [Social Media Today](#) and [Young-Germany.de](#), both by invitation.
- **Entrepreneurial:** Experience in procurement/sales; established negotiation and leadership skills.
- **Dual Citizenship:** USA + Denmark. Lived in Denmark from 3-10 y/o. Fluent in Danish & able to work in EU.

creative, clean & infographic-style

**MATT McLAREN**  
Creative Strategist

## Employment

2012 - 2014

### Verint Systems

Digital Marketing | Alpharetta, GA

In-house, go-to marketing guy for a billion dollar software company. Designed all things print, web and video. Assisted with planning and on-site support for customer seminars, conferences, and sales summits. Developed skills in B2B marketing/survey/analytics and 3rd party vendor relations. Attended conferences as brand voice of Verint marketing.

Spring 2012

### Mungo Homes

Marketing Specialist | Columbia, SC

Marketing specialist for "America's Best Builder, 2012". Designed and updated collateral for the sales and marketing teams. Developed floor plans and layouts that were interactive and web ready.

Fall 2011

### Chernoff Newman

Creative Intern | Columbia, SC

Intern for Columbia's biggest ad agency. Gained valuable experience inside the industry while developing skills in design, presentations, strategy and collaboration. Part of the creative process from concept to completion, and observed how an agency efficiently functions.

Summer 2011

### CourseHorse

Freelance Design | New York, NY

Temporary employee for New York based startup. Developed brand identity through logo creation, messaging design, and strategic development of newsletter campaigns. Continued freelance work upon returning to school for my senior year.

## Education

Summer 2014

### Miami Ad School

Account Planning Boot Camp | Brooklyn, NY

Only twenty international students selected to the program

🏆 Derek Parkin Scholarship Award  
Chosen by peers, teachers and administration

2008 - 2012

### University of South Carolina

School of Journalism and Mass Communications

Major - Advertising | Minor - Media Arts

🏆 Most Outstanding Advertising Senior  
Chosen by professors and staff



📞 (678) 983 - 1126

✉️ mattbuildsit@gmail.com

🌐 http://mattbuilds.it

## About Me

I'm a bit of a hybrid, a "Swiss Army strategist", with a mind for planning and a tool box for creative.

Whether it's building a webpage or building a brand, I bring to my team a **perceptive, interested, and caring** perspective, gained from fortunate experiences in widely different fields. This enables me to better understand the **wants, needs and pain points** from both the clients and the creatives.

I'm a people pleasing, bagel eating, dart playing, part-time movie watching, family and friends as my desktop background kind of guy. Let's chat.

## Professional Skills

### Strategy

Brand Strategist, Digital Native, Business Minded

### Design

Adobe CS5+, Both Web and Print, Video Editing

### Web

HTML/CSS, Eloqua, Percussion(CMS), Wordpress

### Presentation

Key/PPT Design, Storytelling, Public Speaking

### Technology

Windows/OS, Social Monitoring, Early Adopter

### Personality

Professional, Compassionate, Outgoing, ENFP

## Ask Me About

12.5 Insights from 12.5 Weeks  
Agency Field Trips  
Overcoming Stage Fright  
My Craigslist Roommate  
A Rivalry with UVA  
#Conferences



## Resources

ATDC

AIMA, AMA, IABC

ATV – Startup Chowdown, every Friday

Opportunity Hub – Shark Tank viewing, every Thursday

TiE – monthly meetings, every 2<sup>nd</sup> Wed

Decatur Makers

MeetUp.com

Venture Atlanta

Hypepotamus

Startup Gossip

Become a member, volunteer, get involved, and I guarantee people will actively **want** to hire you.



# Questions?

Steffan Pedersen & Adam Naide

[linkedin.com/in/adamnaide](https://www.linkedin.com/in/adamnaide)

[linkedin.com/in/steffanpedersen](https://www.linkedin.com/in/steffanpedersen)

@adamnaide

@steffanpedersen

[steffanjpedersen@gmail.com](mailto:steffanjpedersen@gmail.com)

