

# Cyrus Wesson



## Work Experience

### **BANDAI NAMCO ENTERTAINMENT**

*December 2016 - Present*

#### **Social Marketing & Community Specialist**

*Executing social initiatives for global multimedia brands such as Naruto, Sword Art Online, GUNDAM, .Hack, and Seven Deadly Sins*

- Coordinating global strategy to achieve social marketing KPI's among cross functional teams
- Hosting events (livestreams, panels) to achieve the best ROI for global brands and activations with audiences ranging from 500 - 3,000 attendees
- Maintaining community calendar that consists of daily postings for all brands
- Aiding in management of multiple agencies and their SOW in various markets, including North America and Latin America
- Managing multiple corporate and brand pages on social platforms (Facebook, Twitter, Instagram, and Youtube) that collectively have +10M followers
- Analyzing qualitative and quantitative trends in brand audiences, and consolidating into streamlined reports for BANDAI NAMCO CS Marketing Department

### **Pro Unlimited @ Facebook**

*October 2015 - December 2016*

#### **Product Data Integrity Contractor**

*Worked on multiple projects that connect Facebook users with the most relevant social conversations across all platforms (Sports, Politics, Pop Culture, etc)*

- Assessed thousands of pieces of content weekly in multiple languages
- Aided in developing B2B and B2C products for Facebook's consumers
- Onboarded multiple people to PDI department with policy refreshers and training documents
- Assisted in various additional ad-hoc projects, including vertical deep dive studies and data visualizations
- Organized and streamlined new workflow for product team to expedite social media insight gathering

### **Marketing Zen Group**

*June 2015 - September 2015*

#### **Freelance Content Writer**

*Assisted Content Development team and SEO team with content for clients of Marketing Zen Group*

- Created editorial content for a diverse selection of clients including real estate, health and industrial design
- Optimized client's published content for SEO through the Wordpress platform

### **Stones Throw Records**

*January 2015 - April 2015*

#### **Marketing Intern**

*Assisted Publicity/Marketing team with new releases, web development, and event planning*

- Planned and booked artist tours and label events
- Analyzed royalty, syncing, and music licensing deals
- Organized record sales, vinyl stock sheets, and market research in Excel for label's head of Marketing and Partnerships
- Handled administrative tasks in the management office such as A&R calls and emails

### **Capital One 360 Bank**

*September 2014 - December 2014*

#### **Marketing Consultant**

*Constructed brand redesign and social outreach proposal for Capital One 360 branch*

- Created plans book for Capital One 360 branch to successfully target millennial market segment
- Developed inbound campaign for Capital One 360 including landing pages, call to actions, and blog articles through Hubspot platform
- Conducted primary and secondary market research with in-depth interviews and nationwide online surveys



## Contact

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## Education

### **Emerson College**

Boston, MA  
Class of 2015  
Bachelors of Science in  
Marketing Communications



## Skills

*Administrative Tasks, Data Integrity, HTML, CSS, SQL, Excel, Illustrator, Photoshop, Public Relations, Copywriting, Asset Management, Agency Management, Marketing Communications, Event Planning, SEO, WordPress, Market Research, SPSS, Quality Assurance, Social Marketing, Training, Media Relations, Tableau Software, Marketing Communications*

[References available upon request]