

COLLIN CZARNECKI

DIRECTOR OF CONTENT + STRATEGY

CONTACT

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PROFILE

Award-winning Director of Content Strategy skilled in engaging and growing audiences with 10+ years of experience in content management, creation, strategy, marketing and storytelling. With a newsroom background, I know what journalists want, and have earned clients thousands of high-profile media placements by blending a deadline-driven work ethic with long-term creative strategy.

EDUCATION

JOURNALISM & COMMUNICATION

Colorado State University
2009

EXPERTISE

Content Marketing
Creative Strategy
Digital PR
Client Relationship Management
Storytelling
Brainstorming + Ideation
Graphic Design

AWARDS

US SEARCH AWARDS

Finalist – Best Use of PR in Search Campaign | 2021

US SEARCH AWARDS

Winner – Best Use of Search: Real Estate | 2020

INTERACTIVE MARKETING AWARDS

Winner – Influencer/Outreach Campaign | 2018

EXPERIENCE

DIRECTOR OF CONTENT STRATEGY

Digital Third Coast | 2017 - Present

Manage a team of five as well as a roster of clients across a variety of verticals and directly oversee content department's creative strategy, content process and overall results.

- As Director of Content Strategy, our Digital PR revenue increased by \$1.4 million within the last 14 months and our team doubled in size.
- Produced 100+ content campaigns earning a total of 6,867 lifetime media placements, including New York Times, Washington Post and Forbes.
- Create content campaigns from start to finish, including ideation, pitching to client, research, analysis, design, outreach strategy and reporting.
- Recruiting, hiring, training and managing new Digital PR team members.

FOUNDER + PUBLISHER

NOBLE Digital Media | 2016 - 2017

Founded a digital media publication in Nashville, which competed against established brands like Thrillist, Eater and local media. Rapidly grew an audience to 50,000+ unique visitors per month through strategic and creative content, social media, experiential marketing as well as partnerships with global brands such as Jägermeister and Lyft.

REPORTER + CONTENT MANAGER

The Tennessean | USA TODAY NETWORK | 2014 - 2016

Created compelling storytelling content that accurately informed and engaged specific audiences throughout the Nashville area. Connected with community through storytelling and outreach (social media, on-camera, events and forums). Promoted personal brand, the brands of colleagues and The Tennessean brand.

MARKETING COMMUNICATIONS SPECIALIST

YMCA | 2014 - 2014

Created, repurposed and disseminated content for the Y's target audiences through email marketing, social media, blogs and print.

EDITOR + CONTENT MANAGER

Patch.com | 2011 - 2013

Managed Patch.com's largest hyperlocal news site in the Chicagoland area and consistently grew audience MOM by creating, editing and publishing up to seven pieces of news content daily. As video lead, I trained a team of nine editors on Patch's nation-wide video strategy.