

# STUART TRACTE

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**MARKETING STRATEGIST – CONTENT MARKETER – PHOTOGRAPHER  
PRODUCER – MULTIMEDIA SPECIALIST  
AGENCY & CORPORATE EXPERIENCE**

**SENIOR MARKETING EXPERTISE FOR FORTUNE 500s,  
CONSUMER & LUXURY BRANDS, & MEDIA**

- A senior marketing professional with a knack for bridging the divide between the strategic & the creative.
- A photographer with over a decade of advertising strategy & creative experience, highlighted by multiple industry awards & accolades.
- Forecast marketing trends based on extensive experience of social platform evolution & usage.
- Created marketing & revenue solutions for internal & external clients, opening corporate vision beyond brand-obvious & into revenue-positive growth.
- Built & cultivated communities, from the ground up, on multiple platforms for Fortune 500 brands & media companies.

## EXECUTIVE EXPERIENCE

### OWNER/PHOTOGRAPHER

2013–PRESENT

*Stuart Tracte Photography | New York, New York & Miami, Florida*

Built a photography business from scratch, to creating full visual campaigns for individual personalities of note as well as business of all sizes. Over the course of eight years, grew from a part-time side project to a full-fledged operating business.

- Created press kits & promotional materials for Grammy Award winning artists, Emmy Award winning television personalities, global thought leaders, & Fortune 500 businesses.
- Created visual campaigns alone & with client creative directors to help achieve sales & marketing goals.
- Produced campaigns for clients, from ideation to staffing, budgeting, logistics, & execution.
- Clients included **Ogilvy, Microsoft, W Kamau Bell, Brian Solis, Baratunde Thurston, Mark Knight, Rony Seikaly, Dubfire, & many more.**

### ACCOUNT DIRECTOR | DIGITAL STRATEGY

2012-2015

*Social@Ogilvy | New York, New York*

Created & provided strategy & thought leadership in bringing Fortune 500 companies to the social web. Led the charge to inspire IBM to make its first foray into publishing content on non-owned properties, signaling a sea change in how the company communicates on the social web. Spearheaded strategic to creative concepts which led to multiple Cannes Lion winning campaigns.

- Lead advocate for the adoption of IBM's social media strategy on major relevant-of-the-day platforms including Tumblr, Instagram & others.
- Developed strategies & programs for experiential IBM Watson project, bridging social media & real-world interaction.
- Directed organic & paid strategy which led to the first million-view video for IBM on YouTube.
- Strategic research, planning, & execution of campaigns based upon existing market data leading to & surpassing client goals.
- Management of Account Executives & interns as well as multi-agency stakeholder projects.
- Evangelism, both internally to agency executives & staff, as well as clients, extolling the virtues of modern digital & social communication platforms, technologies, & strategies.
- Brand work with clients including IBM, IKEA, UPS, NASCAR, and more.

**SENIOR SOCIAL MEDIA STRATEGIST****2010-2012***Definition 6 | New York, NY, and Atlanta, GA*

An integral member of a newly formed social media marketing team tasked with building communities on new platforms and creating engagement strategies in the uncharted territory of social media marketing. Won **Shorty Award (2012)** for "Immortalize Yourself" (HBO's "True Blood") Facebook app, leading to a partnership with Facebook in creating their birthday and yearly recap video applications.

- Creation of documents which properly & effectively convey the core concepts of all strategy & tactics.
- Working with CEO & other executives to educate & evangelize the power & scope of a successful social media strategy.
- Voice of brand – responsible for the overall messaging & strategy for clients' accounts
- Use of current monitoring tools to measure engagement & sentiment on the social web.
- Day-to-day management of clients' accounts – including management of deliverables & communication with client regarding initiatives & addition of new services
- Creation & reporting of success/metrics & KPI to clients.
- Attendance at various industry conferences & networking events on behalf of Definition 6.
- Business Development – identifying potential new clients & communicating the value of the company's services to potential new clients.
- Creation & implementation of digital PR strategies – release scheduling, event planning, etc.
- Paid media management – creating, managing, editing, & copywriting for paid campaigns on multiple social media and internet platforms.
- Responsible for managing a team of Social Media Coordinators, Community Managers, & interns.

**DIRECTOR OF SOCIAL MEDIA | SENIOR ACCOUNT EXECUTIVE****2009-2010***The Morris + King Company | New York, New York*

Recruited to senior position without clear job description in social media's nascence; rapidly executed on new social media strategies, creating foundations for growing new client properties to maximum visibility and influence. Played an integral role in the public relations and marketing of new Silicon Alley companies, putting NYC on the map for the burgeoning second digital explosion.

- Defining social media strategies & ensuring that they are in-line with overall corporate strategy.
- Working directly with CEO & other executives to educate & evangelize the power & scope of a successful social media strategy.
- Building of online communities for both Twitter & Facebook, from scratch.
- Use of current monitoring tools to gauge engagement & sentiment on the social web.
- Daily management of clients' accounts – including management of deliverables & communication with client regarding initiatives.
- Reporting of success/metrics to clients.
- Attendance & speaking engagements at various industry conferences & networking events on behalf of The Morris + King Company.

**ADDITIONAL EXPERIENCE**

- Proficient with Adobe Creative Cloud suite of applications, with certification in Adobe Photoshop & Adobe Lightroom Classic
- Professional photography portfolio can be found at <http://StuartTracte.Photography>
- Produced and hosted a successful podcast in the early days of the medium, featuring technology press and comedy personalities including Leo Laporte, Tom Merritt, Baratunde Thurston, W Kamau Bell, Veronica Belmont, Dick DeBartolo, and many many more.