

Skye Estroff

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Experience

Marketing & Media Manager

Taste of Atlanta

October 2016 to Present

- Develops strategic marketing partnerships with local, regional and national media to cross promote brands.
- Plans all social media across Facebook, Instagram and Twitter platforms.
- E-newsletter creation and scheduling. Works with media partners to promote local events and restaurants within content of the e-newsletter.
- Schedules photoshoots with local Atlanta restaurants to take photos and create content for Taste of Atlanta while promoting local businesses.
- Represents the company on all television, radio and interview segments as Brand Ambassador for Taste of Atlanta.
- Coordinates website design and copy updates to TasteofAtlanta.com.
- Creates graphic request forms and manages all graphic design (with out-of-house graphic designer) needed for digital, print and on-site signage of Taste of Atlanta as well as unique art for Taste of Atlanta partners.
- Manages and writes all content for Taste of Atlanta's affiliate blog, TasteATL.net.
- Directs Taste of Atlanta's Public Relations team. Ensures open communication and that tasks are getting completed (press releases, media drops, calendar listings, media pitches, media coordination for promotional shoots and segments).
- Heads intern hiring & facilitation throughout semester-long programs.
- Supports local charity partners by providing Silent Auction donations and organizes ticketing comps.

Marketing Manager / Sales & Account Executive

Atlanta Eats

April 2014 to October 2016

- Managed all digital and social content.
- Planned, wrote and managed contributors for all online articles, weekly emails to subscribers, giveaways and trade promotions.
- Wrote copy, took photos and populated Facebook, Instagram, Twitter and Snapchat.
- Responsible for all restaurant sponsor sales for Atlanta Eats television show.
- Collaborated with production team to schedule TV shoots and airings.
- Co-hosted weekly TV segment on CBS Atlanta Plugged In.
- Maximized brand exposure by writing and publishing press releases.
- Organized, planned, secured restaurant participation and marketed Atlanta Eats' largest event of the year "Atlanta Eats Live" to benefit The Giving Kitchen charity.
- Contributed as writer and content editor for partnership with Atlanta Journal Constitution.
- Managed restaurant accounts; coordinated with team to maximize client exposure.
- Coordinated radio shows and frequently guest-hosted Atlanta Eats Radio.
- Intern for company April-July 2014 resulting in a full time position.

Education

Bachelor of Science in Family and Consumer Sciences

University of Georgia

- Major: Dietetics
- Minor: Human Development & Family Sciences

Graduated May 2015

Other Experience

Atlanta Jewish Times, Atlanta Now Magazine, Atlanta Business Chronicle

Regular Column Contributor

2017 & 2018

Social Shake Up, Presented on Marketing & Social Media topics

Panelist

2017 & 2018

200 Hour Yoga Certification. Yoga Alliance Certified.

2017

University of Georgia College of Family & Consumer Sciences 100 Year Gala

Emcee

2018

Regular morning radio segment, "Talk Foodie to Me" on Star 94.1FM

Co-Host

2017

Google Analytics IQ Certification

2016 - 2017

Athens Community Council on Aging

Volunteer

Fall 2013 - May 2015

UGA College of Family & Consumer Sciences

Ambassador

Spring 2013 - May 2015

Athens Regional Medical Center

Shadower

Fall 2013 - Spring 2014