

# Skye Estroff

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## Experience

### Owner

Skye Estroff LLC

July 2019 to Present

- Works with clients to schedule, plan and build their social media platforms.
- Creates marketing plans and assessments for clients.
- Takes photos and videos to build client video libraries.

### Marketing & Media Manager

Taste of Atlanta

October 2016 to July 2019

- 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 requests and manages all graphic design (with out-of-house graphic designer) needed for digital, print and on-site signage.
- 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).

### Yoga Instructor

CorePower Yoga

June 2017 to November 2017

- Taught 3x classes per week at CorePower Yoga studios; C1 & C2 classes.
- Maintained studio cleanliness and created a welcoming environment.

### 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 and weekly email. 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 the AJC

## Education

### Bachelor of Science in Family and Consumer Sciences

University of Georgia

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

Graduated May 2015

## Other Experience

### The Georgia Foodcast

Host

2019

### Cast Iron & Collards Society

Member

2019

### Fox 5 Atlanta, Peachtree TV

Regular TV Food Segment Contributor

2019

### 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

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

Emcee

2018

### 200 Hour Yoga Certification. 50 Hour Continuing Education. Yoga Alliance Certified.

2017

### "Talk Foodie to Me" Show, 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