

NICK GUILLORY

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University of Missouri – Bachelor of Journalism, Broadcast

Work Experience:

Director, Lifestyle at MTV/Viacom - May 2018-Present

- Lead social, video, and content strategy for the flagship lifestyle brand of MTV (Cribs)
- Responsible for conceiving and developing content plan to advance creative concepts for both short and long form editorial and branded lifestyle content
- Communicate strategies, progress, and successes to senior management (VPs, S/EVPs, and CMO)
- Develop promotional strategies for current and future programming to increase viewership across platforms
- Manage content to ensure it continues to track positively and meets key KPI targets
- Oversee a team of 10 producers, managers, and coordinators on video content team
- Partner with talent on creation, promotion, and development of programming
- Platform stats:
 - Facebook: 35% increase in followers and engagement; YouTube: 15M+ views for new series; Twitter and Instagram: 10K fans

Senior Social Media Strategist for Tasty at BuzzFeed Motion Pictures - February 2015-May 2018

- Generated strategy that led to 250 million social media followers
- Implemented social strategy for Tasty spinoffs, including Tasty Junior, Tasty Vegetarian, and The Tasty Grill
- Led strategy for other BuzzFeed brands, including Nifty, Bring Me, and Goodful
- Facilitated expansion of Tasty brand internationally in the UK, Japan, Mexico, Brazil, France, and Germany (64.5 million fans)
- Spearheaded and developed the content strategy for Tasty's Snapchat discover channel averaging 1M DAUs
- Led the promotional strategy for the Tasty Cookbook series which delivered over \$15 million in sales
- Partnered with tech, public relations, and in-house production to launch the Tasty app which averaged 1.7M DAUs

Social Media Coordinator at *The Queen Latifah Show* - August 2013-January 2015

- Executed strategy that was responsible for increasing Queen Latifah's Facebook page by 6 million followers and her personal Twitter account by 1 million followers
- Generated cross-platform videos, interviews, photos, polls, and other original content that drove tune-in to the talk show
- Analyzed data trends across all platforms for Sony and *Queen Latifah Show* executives
- Composed a weekly newsletter that reached more than 150,000 subscribers, with a 15-20% open rate
- Established strategies for QueenLatifah.com site launch including UX design, timeline, and tone and direction

Receptionist/Assistant at *Wheel Of Fortune* - November 2011-July 2013

- Recommended new social media strategies to the marketing department based on trends witnessed in the entertainment industry and Internet
- Conducted interviews of select contestants, while motivating and managing their daily activities during remotes in New York City
- Investigated daily viewer and contestant issues
- Second assistant to Executive Producer Harry Friedman

Senior Content Manager at Frequency.com - January 2011-November 2011

- Directed a team of three social media associates to find compelling viral content for more than 1 million unique viewers per day

Reporter/Anchor/News Desk/Social Media Editor at KOMU 8 News - May 2008

- Reported and anchored daily broadcasts to all of central Missouri