

KAVITA CHINTAPALLI, MBA

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Experience:

June 2016
- Present

**THE SOCIAL ELEMENT (formerly Emoderation)
Engagement Specialist**

Virtual

- Engage with communities on social media to provide customer care and community management on behalf of clients, while supporting and maintaining their brands' reputations.

Copywriter

- Create and edit engaging content on social media channels for client in the higher education industry.

2014 – Present

**SAYFTY
Social Media Consultant**

Virtual

- Advise on social media strategies and execute tactics that support the organization's goals of increasing awareness of, and preventing, violence against women.
- Manage Facebook page and assist in growing follower base on Twitter ([@SayftyCom](#)) by more than 200% and by sharing relevant information regarding gender equality, domestic violence, and women's safety.
- Host [#SayftyChat](#) on Twitter monthly, driving conversation around preselected topics and guests.

2015 - 2016

**DAIVA MACKENZIE – FITNESS COACH AND MENTOR (DAIVAFIT)
Marketing Manager**

Virtual

- Developed and implemented social media and marketing strategies to increase brand awareness and create a community around health and fitness.
- Managed Facebook and Instagram accounts by curating engaging content related to the industry and interacting with the community.
- Created a website using Wordpress in order to establish Daiva's brand and online presence.

2013 – 2015

**SPORTALK (formerly Movoli)
Social Media Manager**

Virtual

- Developed and implemented social media strategies to grow and engage an audience from scratch, totaling 7,300 followers on Twitter, Facebook, Instagram, and other social media platforms.
- Monitored and reported analytics for the blog and approximately 100 SPORTalk-owned social media accounts to the company's CEO and management team.
- Managed the SPORTalk blog by editing, drafting, and promoting over 120 blog posts.
- Oversaw 50 campus ambassadors as they maintained SPORTalk's Twitter and Facebook accounts.
- Created best practices guidelines for employees using corporate Twitter and Facebook accounts.

2013

Content Editor

- Led team of content editors to 2nd place in building interactive content, covering stock market crashes/rallies, CEO arrivals/departures, new product launches, and strategic shifts, etc.
- Crafted and presented cogent pitch deck targeted to potential investors, highlighting the company's competitive advantage.

Projects

TWITTER CHATS

2014 – Present

#Luv4Social

- Member of the [#Luv4Social](#) management team and monthly host, selecting topics and guests, composing discussion questions, and moderating sessions.

2013 – 2016

#HBRogue

- Co-founded the business-themed weekly Twitter chat and curated Storify transcripts with ~500 tweets.
- Managed the Google+ page for the [#HBRogue](#) community, sharing relevant posts and interacting with members to build relationships and grow the audience.

Education:

**RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY
Rutgers Business School: M.B.A., Marketing and Finance, 2012**

New Brunswick, NJ

Rutgers College and Rutgers Business School: B.S., Marketing and Psychology, 2009

Additional:

- Proficient in MS Office, Sprinklr, Buffer, HTML, Wordpress, Google Analytics, Mac OS X.
- Hootsuite Social Media Certification, June 2013 - Present