

kellisolomon

Chef, Writer and Content Creator

Looking for my next opportunity to create delicious culinary content.



✉ k.andrea.solomon@gmail.com

🌐 @kellisolomon

📞 908.507.3159

💻 KelliSolomon.com

📍 Brooklyn, NYC

EDUCATION

New York University

Bachelors: Media Culture & Communications

Minor: Food Studies
GPA: 3.7

Institute of Culinary Education

Culinary Arts Program
Externship: Legacy Records
GPA: 3.8

CULINARY SKILLS

Classical French Cuisine
Recipe Development
Recipe Editing & Testing
Portioning

CONTENT EXPERTISE

Content Strategy
Food Styling
Food Photography
Photoshop
Keynote/PowerPoint,
GIF Creation

VOLUNTEER WORK

World Central Kitchen /
Culinary Volunteer

Feeding Hands / Food
Development Coordinator

Meals on Wheels / Kitchen
Volunteer

SSP Student Partners /
Student Mentor

EXPERIENCE

Accenture Interactive / New York, NY / October 2018 – Present

Senior Copywriter, Communications

Clients: Barilla, Hershey's, Kraft, Mondelez, Wasa

- Writes and edits copy for social platforms, e-commerce emails, display ads, and website content
- Develops recipes, writes copy, and outlines storyboards for food videos
- Creative lead of the production of social content across platforms
- Plans run-of-show for real-time cooking events and competitions with influencers and brand spokespeople

Meredith Corporation/MXM (acquired by Accenture) / New York, NY / April 2018 – October 2018

Senior Social Copywriter, Digital Media

Clients: Barilla, Hershey's, Kraft, Mondelez, Wasa

- Led the strategy and copywriting of social content on all social platforms
- Developed recipes, writes copy, social and digital videos
- Revamped the social tone of voice for Barilla's social accounts resulting in a +43% increase in average engagement

Showtime Networks / New York, NY / December 2015 – April 2018

Manager, Social Media

Series: The Chi, The Circus, Billions, Homeland, Ray Donovan, Shameless & Specials

- Created social and digital content to promote Showtime's award-winning series
- Led social strategy from series launch to finale, including platform-specific strategy and tone of voice
- Supported real-time events including influencer screenings, red carpet premieres, talent panels & live streams
- Performed reporting using social analytics tools to ensure peak performance

MRM//McCANN / New York, NY / August 2015 – December 2015

Strategist, Social Media

Clients: hum by Verizon

- Led marketing strategy, development and reporting for all social platforms
- Created social tone of voice for the brand launch on digital

360i / New York, NY / July 2013 – July 2015

Content Manager, Social Media

Clients: Oxygen, Bravo, Toyota, HBO, Stella, Kraft

- Planned and created social media content on social platforms for several entertainment brands (including the Emmy-Award winning series Top Chef)
- Designed social tone of voice for new series based on audience demographics

Attention USA / New York, NY / August 2012 – June 2013

Producer, Social Media

Clients: Novartis, Mattel, Diageo, Apothic Wines

FCB Global / New York, NY / November 2010 – June 2012

Associate Producer, Digital

Clients: Novartis, Pfizer, Merck, MedImmune, Teva