

Ely Rosenstock

**Director of Social Media at Addiction
Worldwide**

Greater New York City Area, NJ, US

Director of Social Media at Addiction Worldwide

Biography

Ely Rosenstock has spent his entire career focused on the evolution of web technologies and marketing. His marketing experience ranges from SMBs to Fortune 500 companies. Here are just a few examples of his varied experience: Management & Strategy As Senior Director of Account Management and Operations at M80 Ely currently manages 10+ account managers and social media managers in providing social media solutions for Fortune 500 clients. His responsibilities include client strategy, business development, account lead for premium clients and office operations. Recent client acquisitions and strategy development have included campaigns for Google and American Express. Social Media As Director of Account Management Ely developed and executed on dozens of campaigns for Fortune 500 companies including Microsoft, Sprint, Citigroup and Mitchum. Influencer Outreach & Conversation Engagement Before being promoted to Senior Director at M80 Ely was required to create and execute dozens of campaigns that revolved around influencer outreach. Now as Senior Director, Ely is responsible for creating agency strategy for overall influencer outreach and best practices based on the evolution of the blogosphere. He had also developed industry-leading metrics and reporting for his Microsoft conversation engagement campaigns that continue to be used for all campaigns moving forward. Video Syndication & Promotion As a core service of M80, Ely has executed on numerous campaigns that require the syndication and promotion of client video. Maximizing organic growth of a video is part art and part science. Ely understands the proper balance and has successfully executed campaigns for Google, Sprint and Mitchum. Webcasting and Blogs At IT Quadrant Ely created individual marketing plans for over 200 webinars. Clients were all B2B and focused mostly on technology solutions including IBM, Oracle and Microsoft. He worked with his team to launch and market a new IT-focused blog network.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Social Media, Internet, Advertising/Marketing

Areas of Expertise

Facebook, Youtube, Social Media Marketing, Online Marketing, Social Media

Education

Brooklyn College
Bachelor of Arts Graphic Design

City University of New York-Baruch College - Zicklin School of Business
MBA Marketing, Management

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