

# Ari Herzog

25 Storey Avenue, PMB 181  
Newburyport, MA 01950  
978.558.0008

ariherzog@gmail.com  
twitter/skype: @ariherzog  
www.ariherzog.com

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## SUMMARY

Integrated communications professional with 12 years of experience in social media marketing, writing and editing, media relations, public speaking, and web content development.

Champion in optimizing content management and social media tools and techniques for organizations.

Self-motivated as researcher, analyst, and innovator of policies and strategies to foster external and internal stakeholder engagement and enhance the use of digital tools.

Internationally recognized in online media. Began blogging in 2004, joined Facebook in 2005 and Twitter in 2008, and ran online political campaigns since 2009. Routinely contribute articles to blogs worldwide.

Acknowledged for internet advocacy and online coalition building in publications including TechRepublic.com, Poynter, MSNBC, Fast Company, and Federal Computer Week.

Key strengths include:

- Social Media Marketing
- Media Relations
- Public Speaking
- Writing, Blogging & Editing
- Community Relations
- Event Planning & Publicity

## EXPERIENCE

### **Social Media Strategist and Trainer**

**Dec. 2008 – present**

- Design and present workshops about social media for government and business leaders. Help attendees identify online conversations and decide suitable internet tools for raising awareness.
- Facilitated national conference panels on social media marketing and social networking for the Advanced Learning Institute, Community Action Partnership, and Combined Federal Campaign.
- Developed curricula and taught social media coursework at North Shore Community College.

### **Blogger and Web Content Writer**

**Dec. 2008 – present**

- Blogged 600+ articles about web 2.0 on AriHerzog.com to global readership of 1,500 subscribers and 15,000 unique monthly visitors, with 30% annual increase through RSS and other strategies.
- Co-authored a social media survey of 105 global government officials to understand which online tools and technologies are used and how, subsequently published by IDC Government Insights.
- Wrote social media columns about numerous applications for Mashable and the Huffington Post.
- Curated articles for Reuters-funded Voices Without Votes extracting bloggers' speech from South America, Africa, and other regions, painting a picture of how the world would vote if allowed.

### **Action for Boston Community Development Writer**

**Oct. 2010 – Nov. 2010**

- Wrote and edited press releases and media advisories promoting the agency's 36<sup>th</sup> annual dinner, and updated a media list containing contact information for every metro-Boston area reporter.
- Created a Twitter account and Facebook page to complement offline publicity efforts.

### **SocialMediaToday.com**

#### **Online Community Manager**

**Feb. 2009 – Sep. 2009**

- Managed and moderated online B2B communities on civic sustainability and public diplomacy resulting in 5,000+ people to follow and interact on social networking channels.
- Recruited over 50 bloggers to syndicate their RSS feeds and participate on the SMT sites.

## **City of Newburyport, Massachusetts**

### **Assistant Chief Administrative Officer**

**Aug. 2007 – Feb. 2008**

- Provided professional, administrative, research, and analytical support to Mayor of 17,000 population. Recommended improvements for municipal programs, services, and procedures.
- Evaluated, recommended, and helped execute policy goals in health care, economic development, emergency management, and other areas to 17 department heads, 11 councilors, and 7 unions.
- Liaised with community representatives on a mayoral task force, analyzed \$55 million operating budget, identified municipal cost savings to increase revenues, and contributed to group report.
- Drafted bylaws for an energy advisory committee and conceptualized its framework.

## **Massachusetts Executive Office of Economic Development**

### **Project Manager & Special Assistant to the Secretary**

**Dec. 2004 – May 2007**

- Created, wrote, and edited legislative testimonies, talking points, outgoing correspondence, and policy documents for the Secretary of Economic Development, Governor, and state officials.
- Administered meetings of 6 business councils charged with prioritizing regional initiatives.
- Briefed Secretary and other government officials on daily constituent concerns.
- Facilitated and streamlined a communication process improving correspondence delivery.

## **Freelance Writer**

**Nov. 2001 – Dec. 2004**

- Reported municipal meetings and community events for The Brockton Enterprise, The Daily News Transcript, and other suburban daily and weekly newspapers.
- Wrote feature articles for publications including The Boston Globe and Spare Change News.

## **Instron Corporation**

### **Webmaster**

**Aug. 1999 – Feb. 2001**

- Designed and developed corporate website, and analyzed metrics of visitor demographics.
- Initiated, prepared and presented monthly technology lecture series for non-technical employees.

## **CIVIC AND VOLUNTEER ACTIVITIES**

- Newburyport City Council, elected in 2009 to 2-year term, re-elected in 2011
- Social Media Club, President of Boston chapter
- American Society for Public Administration, Secretary of Massachusetts chapter
- Massachusetts Municipal Association, member of policy committee for energy and environment
- New Prosperity Initiative, member of the board of advisors

## **EDUCATION**

- **Master in Public Administration**, Suffolk University, 2007
- **Bachelor of Science in Sociology**, Worcester State University, 1999