

# Michael Colombero

## Senior Social Media Manager

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### Career Highlights

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- Managed major social brand campaigns for GE, including the first-ever New York Times takeover and New York Stock Exchange listing day
- Led the social migration of GE Corporate accounts during the brand's split into GE Healthcare, GE Aerospace, and GE Vernova
- Launched Google Chrome's TikTok, gaining 10K followers in 18 days contributing to social strategy and creative content.
- Contributed to social ideation and strategic planning for the historic WNBA Toronto team announcement
- Wrote Google Chrome's 2nd top-performing X post of 2024, resulting in a 33% engagement boost month over month
- Provided social media support for major brand campaigns for TurboTax, Android, Google Play, Amazon Books, and Burt's Bees

### Professional Experience

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#### 24/7 Laundry Service Agency - Google Chrome

Brooklyn, NY

Senior Social Media Manager

May 2024 - Present

- Manage Google Chrome's master content calendar and campaign run of shows, delivering execution of high-impact campaigns across priority platforms (X, Facebook, TikTok, LinkedIn, YouTube)
- Execute social media strategies, ensuring Chrome's brand voice resonates across diverse audiences and drives audience growth and engagement
- Lead multi-channel work streams, including Evergreen, McLaren F1 partnership, community management, and product marketing efforts, resulting in cohesive campaigns that align with Chrome's brand and strategic goals
- Craft social-friendly copy for complex product features, collaborating with product marketing and creative teams to translate technical concepts into engaging and accessible content, enhancing user understanding
- Partner with cross-functional teams—creative, strategy, and analytics—to align social media initiatives with brand priorities, driving unified campaigns and consistent always-on social execution
- Oversee real-time content execution for Chrome's McLaren F1 partnership, managing weekend posts, securing client approvals, and engaging with the community to amplify brand presence during high-profile race events

#### 24/7 Laundry Service Agency - General Electric

Brooklyn, NY

Senior Social Media Manager

February 2023 - May 2024

Social Media Manager

November 2021 - February 2023

- Developed weekly social copy for press releases, blogs & paid newsletters, driving audience engagement and ensuring on-brand messaging
- Strengthened client-agency relationships by fostering seamless collaboration, resulting in the successful execution of brand marketing campaigns
- Oversaw the creation and execution of multiple social media campaigns simultaneously, ensuring timely delivery and alignment with GE's strategic objectives
- Led recruitment, onboarding, and mentorship of interns and social media coordinators, cultivating a high-performing and collaborative team
- Elevated GE's thought leadership by crafting executive profiles and strategic social content for CEO Larry Culp and Scott Strazik, enhancing their industry presence

#### NAU INT. INC.

Portland, OR

Social Media Specialists

June 2021 - November 2021

Social Media Coordinator

March 2020 - June 2021

Customer Care Coordinator

May 2019 - March 2020

- Developed and executed a DTC social media strategy aligned with Nau's eCommerce goals, driving engagement and revenue growth
- Managed creators and influencers, overseeing content production and ensuring alignment with brand voice to optimize campaign lifecycles
- Analyzed engagement metrics and user behavior, leveraging insights to refine social media tactics and enhance customer connection
- Conducted market research on social trends, positioning Nau as a leader in understanding and anticipating consumer needs

### Education

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Portland State University

Portland, OR

Bachelor of Science in Arts and Letters: Film & Cinema Studies