

Steffan Pedersen

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WORK EXPERIENCE

Lead, Content Analysis & Moderation

April 2017 – February 2018

Snap, Inc. • San Francisco, CA

- Analyzed Story Search user content to drive user growth, engagement, and new policy updates.
- Spearheaded new user experience builds: Snaps of the Day, Celebs IRL, Weekend Review, sports.
- Partnered with product, ranking, and search quality engineering to identify bugs and improvements.
- Promoted to Moderation Lead, Nordic Lead, and to the newly developed Concept Merge and Top Events teams while curating 210+ manually created global Stories.
- Facilitated app's complete 'Cheetah' redesign launch in early 2018, pre-seeding influencer content.

Copy Editor

September – November 2017

Snap, Inc. • San Francisco, CA

- Optimized content and production across Campus, Sports, Culture, and other Our Stories verticals adhering to content policies and guidelines.
- Bridging gap between Search and Our Stories, creating new opportunities in editorial and product.

Marketing Consultant

July – October 2016

the third half / streetfootballworld • Oakland, CA

- Drove creation of a content and social strategy, partnerships, and outreach for social impact startup.
- Led integrated campaign to 3,000+ resulting in 500 customer leads, 150 investor leads, and 90 events.

Content Marketing Lead

April 2014 – July 2016

Object 9 • Atlanta, GA

- Established first-time social media, content marketing, and community team at boutique agency, scaling to 16 clients with seven new employees; leading >50 end-to-end campaigns.
- Tailored growth strategies for client brands across Twitch, YouTube, and channels with 1M+ followers.
- Generated over \$2.7M in wholesale potential for Georgia Pecan Commission by securing production opportunities with +500 brands through social media and events.
- Built ambassador program for education client that exceeded goals with 32% increase in applications.
- Grew scope of work across beverage client brands by 300% through inventive influencer campaigns, partnerships, and account management, resulting in expanded distribution to major nationwide retail.

LEADERSHIP & COMMUNITY

President

August 2016 – March 2018

UGA Alumni Association, SF Bay Area Chapter • San Francisco, CA

- Managed team communication, social, events, and recruitment for growing community of 2,500+.

Content & Community Strategist

August 2016 – March 2018

Gone Social SF • San Francisco, CA

- Drove digital web presence, online engagement, and growth within organization of 3,000+ globally.

Consultant

April 2016 – August 2016

Danish-American Chamber of Commerce (DACC) • Atlanta, GA

- Ran check-in, operations, sales and social media for Con Con, Rise & Grind, and Pizza & 40's events.

Social Media Chair, Content & Community Manager

October 2013 – August 2016

Atlanta Interactive Marketing Association • Atlanta, GA

- Created first-time editorial blog, recruited and managed a team of nine, and owned booth activity.

EDUCATION

The University of Georgia • Athens, GA

May 2013

Terry College of Business, BBA Marketing, Cum Laude Grad, Club Tennis

Post-Graduate: Speaker, Mentor, 2015 Marketing Competition Coach, SF Alumni Association President