

Zach Solomon-Beloin

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PROFESSIONAL EXPERIENCE

Social Media Community Manager: Allstate Insurance Chicago, Illinois Sept. 2014 – Present

- Building Allstate's social media employee community where 16,000 claims professionals collaborate, ask experts questions, access information, share best practices, ideas to improve products, and discover career development resources.
- Leading more than 80 community managers of regional offices by providing educational and technical support to grow engagement and customize and localize the platform's design and functionality.
- Collaborating with claims team to strategize and build inclusive place where employees can discover resources for learning and career development, as well as company culture and knowledge management.
- Creating, curating and sharing content with employees, including customer experience tips, product and career announcements, resources and technology updates.

Corporate Relations, Community Manager: Allstate Insurance Tempe, Arizona May 2011 – June 2014

- Created and implemented regional communication and community management strategies for internal and external campaigns in the Southwest Region, earning 13 public relations awards and contributed to the leading customer loyalty score in the country.
- Collaborated cross-functionally with regional and national internal teams to rebuild relationships with independent agencies by creating and producing a community- and design-focused communication platform that resulted in a 2014 International Association of Business Communicators (IABC) Award of Excellence for publication design, 35 percent more active agencies and exceeded sales production goals for the first time in four years.
- Planned and executed a reputational and community relations campaign including a playground dedication, internal and media relations and a school supply drive that earned two national Public Relations Society of America (PRSA) awards, five regional PRSA and IABC awards, 150 media placements and increased both agency relationship and customer survey results.
- Engaged employees, the community and local government for the regional office opening event that established 20 local business relationships, strengthening Allstate's external reputation and 90 percent of employees are proud to work for Allstate.
- Redesigned employee and agent communications for our team's editorial collaboration, increasing engagement to 50 percent.

Freelance Web Design, Social Media and Technology Consultant Tempe, Arizona Aug. 2006 – Present

- Designed websites and digital marketing campaigns focused on customer and user experiences, as well as converting website visitors to customers using creative platforms including WordPress, Adobe Creative Suite and coding using best practices.
- Managed customer relationships and support requests on projects including web maintenance, social media marketing, search engine optimization (SEO), content and quality link building.

Public Affairs Intern: United States Attorney's Office Phoenix, Arizona Jan. – April 2012

- Compiled press releases using Federal case information and did media outreach that generated national media placements.
- Interviewed and produced stories for the internal employee newsletter from interviews with Assistant United States Attorneys.

New Media Intern: CBS 5 News (KPHO) Phoenix, Arizona Aug. – Dec. 2010

- Researched and published breaking news stories, written in AP Style, to the website using iNews and ibPublish platforms.
- Created, monitored and promoted Facebook page using social media marketing applications.
- Designed the 2010 election feature on website, utilizing Twitter and KickApps widgets.

PUBLIC RELATIONS AWARDS

2 NATIONAL:

- 2012 PRSA Silver Anvil for Reputation and Brand Management and PRSA Bronze Anvil for Press Kits and Media Kits

11 REGIONAL:

- 2014 IABC Copper Quill Awards of Excellence: Publication Design and Marketing, Advertising and Sales Vehicles; Awards of Merit: Change Communication and Internal Communication
- 2013 IABC Copper Quill Awards of Merit: Communication Management and Communication Skills
- 2012 PRSA Copper Anvil for Special Events, Award of Merit for Internal Communications Campaign
- 2012 IABC Copper Quill Awards of Excellence: Community and Government Relations and Employee Communication; Award of Merit: Media Relations

EDUCATION

Arizona State University: Walter Cronkite School of Journalism and Mass Communication

Bachelor of Arts, Journalism and Mass Communication – Emphasis: Public Relations

Courses: Public Relations Research, PR Writing, Online Media, Editing, Digital Media Entrepreneurship

2013

Summa Cum Laude

Phoenix, Arizona

TECHNICAL SKILLS

Mac & PC	Social Media	Email Marketing	Advertising	Analytics	Web Design	Graphic Design	Audio, Video
Microsoft Office	Buffer Hootsuite	MailChimp Constant Contact	Google Facebook	Google Analytics	WordPress HTML, CSS	Adobe Photoshop	Final Cut Pro Apple Logic