

# Liat Kaplan

[liathannakaplan@gmail.com](mailto:liathannakaplan@gmail.com)

Innovative and experienced social media & marketing professional; using new and varied forms of communication for social progress

## WORK EXPERIENCE

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### Case Manager, Intern Social Worker

September 2022 - Present

*Volunteers of America - Greater New York*

*New York, NY*

- Performed the duties of primary case manager and social worker for four chronically unhoused individuals placed directly in SRO housing as part of New York City's Street to Housing pilot program
- Counseled clients and referred to appropriate resources regarding medical, mental health, substance use, and social services needs
- Applied for SNAP, Cash Assistance, Medicaid, and CityFHEPS on behalf of clients
- Maintained detailed progress notes in DAP format for all client interactions

### Freelance Copywriter

September 2022 - Present

*Centerfield Services*

*New York, NY*

- Wrote biweekly brand pages, brand reviews, and other assigned marketing content for Centerfield clients
- Conformed to AP style in all writing assignments
- Integrated edits and writing feedback while meeting or exceeding assignment deadlines

### Marketing Manager: HarperVia, Amistad, HarperCollins Español

November 2020 - July 2022

*HarperCollins Publishers*

*New York, NY*

- Created and executed comprehensive marketing plans for 12-15 frontlist books and 5-7 backlist books each season, and researched and executed promotional campaigns to raise individual brand awareness
- Designed, produced, and solely managed organic and paid social media content including conducting A/B testing for Facebook ad campaigns to discover new audiences and creating graphics and content in Canva Pro and Adobe InDesign
- Collaborated with publications including *The New York Times*, *The Paris Review*, and NPR to create customized ad campaigns, and presented upcoming titles to company sales force at seasonal conferences

### Assistant Marketing Manager: Farrar, Straus and Giroux

April 2020 - November 2020

### Marketing Assistant: Picador

December 2017 - April 2020

*Macmillan Publishers*

*New York, NY*

- Produced all organic and paid content for and solely managed Picador and FSG's Twitter, Instagram, and Facebook accounts, and managed all Facebook and Instagram advertising in Meta Ads Manager
- Advised Director of Marketing and Publicity and editorial team on marketing possibilities for new acquisitions
- Identified social media influencers and created partnerships for marketing campaigns to more than double Picador's Instagram following to 20,000 in six months

## VOLUNTEER EXPERIENCE

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- Kristen Gonzalez for New York State Senate: canvassing, phone banking, letter writing, voter turnout
- Emily Gallagher for New York State Assembly: canvassing, phone banking, voter turnout
- Choices Women's Medical Center: clinic escort

## WORK SAMPLES

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- **Writing:** [My Year of Grief and Cancellation](#), published in *The New York Times*
- **Public Speaking:** [Interview](#) with *The Feminist Present* by The Clayman Institute for Gender Research, Stanford University
- **Content Creation:** [Instagram portfolio](#)

## EDUCATION

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### Claremont McKenna College

Claremont, CA

*Bachelor of Arts in Literature, sequence in Gender & Women's Studies*

## SKILLS

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- **Digital:** Marketing and advertising strategy, social media, content creation, understanding of online trends, keyword advertising, print publication advertising, digital display ads, email marketing, native digital ads, emerging media
- **Verbal:** Excellent written and communication skills, copywriting, editing, presentation and public speaking, conversational French
- **Personal:** Strong interpersonal skills, creativity, interest in social justice & advocacy, relationship-building, intercultural communication