

# MALIA MAKOWICKI

linkedin.com/in/maliamakowicki/ | makowicki@gmail.com

## Integrated Social Media Marketing Strategist - Content & Communications

Audience Growth & Engagement | Social & Digital Storytelling | Paid Social Strategy |  
Content Optimization | Brand & Stakeholder Management | B2B & B2C | Multi-channel Marketing

At Christie's, I sit at the intersection of art, marketing, and communications, bringing left and right brain thinking to develop storytelling that drives brand loyalty and engagement from established and emerging global markets.

## EXPERIENCE

### Christie's Auction House, New York

#### Global Director of Social Strategy and Content

Nov 2024 - Present

*Lead the content strategy for the oldest, most established auction house in the world via a global social media team supporting a cross-platform audience of 6M+, across Christie's NY, London, Paris and Hong Kong offices*

- In the first 6 months, created a global content calendar and social brand guidelines supporting 350+ auctions annually, increasing efficiencies by 125% and ensuring global alignment.
- Collaborated with global marketing strategy, editorial, design, video and paid digital teams to increase web traffic from social by 17% YOY through paid and organic campaigns.
- Developed a livestream strategy for all 20/21 Evening Sales in NY and London, resulting in 2M+ views per sale.

### J. Paul Getty Trust, Los Angeles

#### Social Media Manager, Getty Museum

Dec 2023 - Nov 2024

*Managed a social calendar of 20-25 yearly exhibitions and 80+ yearly museum events, lectures, concerts and theater productions, supporting a social audience of 2.7M, for the third most visited museum in the U.S.*

- In the first 4 months, established a content schedule supported by paid and organic social, promoting 5 exhibitions, resulting in 240k average. monthly website visits and 7M average monthly impressions.
- Created three viral content pieces, showcasing the breadth of the Getty Museum collection, reaching 4M+ views.

### Arts Centre Melbourne, Australia

#### Content and Community Manager

Sept 2022 - Dec 2023

*Lead a team of three, including a dedicated videographer, to re-design all paid and organic social channel strategies, to increase brand awareness and engagement across local and international markets.*

- Oversaw content strategy for 11 channels, 200+ shows performed across three global Australian performing arts venues - Hamer Hall, The State Theater and [Sidney Myer Music Bowl](#) - for a social audience of 1M.
- In one year, [optimized and produced 4.7k pieces](#) of content in collaboration with key government, tourism and internal stakeholders resulting in 82% increase on reach year over year and half a million in attributable sales.
- Executed first community engagement strategy, partnering with [18 influencers](#) over six months, resulting in 1.6M impressions, 150k+ website visits and 165+ pieces of original content.
- Pitched and secured funding for workflow management system Asana. On boarded 31 employees across Marketing, Design, Ticketing, IT and Online teams to implement briefing, proofing and project management processes. Designed all cross-collaborative workflows resulting in 30% increased team efficiencies.

### The National Gallery of Victoria, Melbourne, Australia

#### Integrated Marketing Strategy - Social Media Lead

Nov 2019 - Sept 2022

*Drove content marketing strategy across organic and paid communications channels including influencer and civic engagement. Implemented best practices for content optimisation and stakeholder approvals.*

- Produced content strategies for exhibitions resulting in +2M annual gallery visitors and 4.3M [website visits](#).
- Led COVID-19 pivot campaign and six crisis-communication plans during temporary closures to reach +30M across English, Chinese and Indian local and global markets.

- Managed \$100k annual campaign budgets in-house for paid and influencer digital activity establishing NGV as key driver in the revitalisation of Melbourne tourism post-pandemic.
- Contributed to \$15M in renewals of corporate sponsorship fundraising and contracts including Mercedes-Benz, City of Melbourne, HSBC, Melbourne University, and Telstra.

## **Frank Green (6 Month Contract), Melbourne, Australia**

### **Partnerships & Communications Manager**

Apr 2019 - Nov 2019

*Led in and outbound co-marketing strategy for a leading Melbourne-based sustainable brand. Developed marketing strategies, including implementing influencer programs, that widened the top of the sales funnel.*

- Executed product launches, leveraging media outlets for market cut-through, resulting in \$15M annual revenue.
- Contributed to highest quarterly revenue in company history by implementing a partnerships framework and matrix to analyze inbound requests, and pitch outbound opportunities.
- Built and executed partnerships program across digital and in-person activations resulting in these partnerships of note: [Fashion Week Australia](#), [Disney](#), [Vogue](#), Status Anxiety, Frank Body, P.E. Nation, and more.

## **Social Media Marketing Consultant, Global**

Feb 2018 - Apr 2019

- Ideated content and audience growth strategies for influencers: @jera.bean: 187k and @ashleychmelka: 18.2k
- Managed customer experience, social media and email marketing for two hospitality properties in Laos

## **BODi, Los Angeles**

*Built go-to market campaigns supporting 21 product launches, including readiness, and stakeholder buy-in for publicly traded +\$1B, global fitness and media brand.*

### **Senior Content Manager**

June 2016 - Feb 2018

- Led social-integration strategy for blog, growing BODi's digital platform subscriber base from 0 to 850k in two years.
- Directed a team of 14 designers, marketers and content creators with two direct reports, as an in-house agency, to create always-on social content for 40 different fitness programs and 120 owned channels.
- Created 40% sales growth over 6-months by managing eight pro-athlete influencers for IRONMAN activations.
- Built on-site brand activations for five-day conference with 25k attendees, resulting in 12k follower growth.
- Launched go-to market content strategy for new brands, [Daily Sunshine](#) and [80 Day Obsession](#). Grew social audiences to 20k and 85k, in the first 3 months, respectively.

### **Senior Communications Manager**

Sept 2015 - June 2016

- Managed B2B communication plans across digital touchpoints for 16 product launches in English and Spanish markets, growing database to 400k+ affiliates, a 186% YOY growth and \$820M revenue in 2016.

### **Communications Manager**

Feb 2014 - Sept 2015

- Grew social and email database (245% YOY) by optimizing content using quantitative surveys.

### **Content Specialist**

Apr 2013 - Feb 2014

- Pitched, developed, and wrote lifestyle and fitness content for email newsletters and websites.

## **CallisonRTKL Architecture, Los Angeles**

*Developed marketing and communications content for an architecture firm with 11 global offices.*

### **Marketing & Communications Specialist**

Dec 2012 - Apr 2013

- Managed B2B content creation, ghost-wrote executive messaging for internal newsletter and social accounts.

### **Marketing Associate**

Aug 2011 - Dec 2012

- Created case studies and RFPs to gain clients like Fossil, Lululemon, Paramount, and Intuit.

**RETAIL:** Shoes, Nike | **Sunglasses, Nordstrom** | 2010 & 2011

**INTERNSHIPS:** Four Points by Sheraton, Beijing China | **Seattle Weekly** | **Los Angeles Magazine** | 2010

**DEGREE:** University of Southern California, 2011 | Print & Digital Journalism | Communication Design | Spanish