

MALIA MAKOWICKI

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Global Social & Editorial Strategy Leader

As a global social and editorial leader, I've spent 13+ years specializing in building audience-first content through social storytelling, ultimately driving brand loyalty and engagement for world-class cultural, consumer and lifestyle brands.

EXPERIENCE

Christie's, New York

Global Director of Social Strategy and Content | Nov 2024 – Aug 2026

Led complex global social editorial strategy for the world's oldest and most established auction house, overseeing content supporting a 6M+ cross-platform audience (1.4M on Instagram) across New York, London, Paris and Hong Kong.

- In the first 6 months, created a robust 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 develop and distribute culturally relevant stories, increasing web traffic from social by 17% YOY.
- Translated complex stories spanning art, culture, design and luxury into platform-native social content with an emphasis on Instagram, all while balancing tight client deadlines and high brand standards.
- Led a team of 10 cross-functional global social stakeholders to quickly establish editorial priorities, juggle high-volume publishing requests, implement social-first storytelling and adhere to strict art-world approval processes.
- Developed editorial 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

Led social editorial strategy and publishing for the Getty Museum, managing high-volume content supporting 20-25 yearly exhibitions and 80+ events across a social audience of 2.7M.

- In the first 4 months, built and established an editorial content strategy spanning exhibitions, collecting, artists, events and institutional storytelling, supported by paid and organic social, resulting in 240K avg. monthly website visits and 7M avg. monthly impressions.
- Conceptualized and produced culturally relevant social storytelling that translated the Getty collection for new audiences, with three viral content pieces reaching 4M+ views.
- Collaborated with curatorial, editorial, communications, video and marketing stakeholders to identify stories, develop in-depth briefs and translate academic institutional expertise into engaging, social-first content.

Arts Centre Melbourne, Australia

Content and Community Manager | Sept 2022 – Dec 2023

Led a multidisciplinary team of three, including a dedicated videographer, to develop and execute all paid and organic social editorial, content and community strategies for three major performing arts venues and a 1M social audience.

- Oversaw high-volume editorial planning and publishing for 11 channels featuring 200+ annual performances, producing and optimizing 4.7K pieces of content in collaboration with key government, tourism and internal stakeholders.
- Increased annual social reach by 82% YOY and half a million in attributable sales.
- Built and executed Arts Centre's first community engagement strategy, partnering with 18 influencers to develop 165+ pieces of original content, generating 1.6M impressions and 150K+ website visits.
- Secured funding and led implementation of Asana as the organization's cross-functional content management and workflow platform - including the creation of a robust and extensive briefing system. Onboarded 31 employees across Marketing, Design, Ticketing, IT and Digital, increasing team efficiencies by 30%.

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 social channels, with Instagram as the main channel, including influencer and civic engagement. Implemented best practices for content optimization and stakeholder approvals.

- Produced social content strategies supporting major exhibitions and cultural programming, contributing to +2M annual gallery visitors and 4.3M website visits.
- Led Museum's COVID-19 social and crisis communications strategy, developing six rapid-response plans that reached 30M+ audiences across English, Chinese and Indian markets.
- Managed \$100K annual paid and influencer budgets, developing creator and partnership social strategies to extend exhibition storytelling and audience reach.
- Partnered with corporate, government, tourism and cultural stakeholders on integrated campaigns to establish NGV as a key driver in Melbourne's post-pandemic tourism recovery.
- Contributed to \$15M corporate sponsorship renewals and new contracts with partners including Mercedes-Benz, City of Melbourne, HSBC, University of Melbourne, and Telstra.

Frank Green (6 Month Contract), Melbourne, Australia

Partnerships & Communications Manager | Apr 2019 – Nov 2019

Led inbound and outbound marketing strategy for a leading Australian sustainable consumer brand.

- Executed product launches, leveraging media outlets for market cut-through, and developed an influencer and partnership program to expand audience reach and sales funnel.
- Contributed to the company's highest quarterly revenue by implementing a partnerships framework and matrix to analyze inbound requests, and pitch outbound opportunities, resulting in \$15M annual revenue.
- Executed product launches, event activations and strategic social partnerships with Fashion Week Australia, Disney, Vogue, Status Anxiety, Frank Body, P.E. Nation, and more.

BODi, Los Angeles

Senior Content Manager ← **Senior Communications Manager** ← **Communications Manager** ← **Content Specialist**
April 2013 – Feb 2018

Progressively promoted across content, editorial and social strategy roles, supporting 21 product launches primarily on Instagram, within a \$1B+ global fitness and media company.

- Led an in-house multidisciplinary team of 14 designers, marketers and content creators, developing always-on social content for 40 different fitness programs and 120 owned channels.
- Led social integration and editorial strategy, growing BODi's digital platform subscriber base from 0 to 850K in two years.
- Created 40% sales growth over 6 months with influencer-led IRONMAN activation strategy, engaging eight pro athletes.
- Built on-site brand activations for five-day conference with 25K attendees, resulting in 12K follower growth.
- Developed and launched go-to-market content strategy and editorial pillars for new brands, Daily Sunshine and 80 Day Obsession, growing Instagram audiences to 20K and 85K in the first 3 months, respectively.
- Managed B2B communication plans across 16 product launches in English and Spanish-language markets, growing affiliate database to 400K+, a 186% YOY increase and \$820M revenue.

CallisonRTKL Architecture, Los Angeles

Marketing & Communications Specialist ← **Marketing Associate** | Aug 2011 – Apr 2013

- Developed B2B content, case studies, executive messaging, and social and editorial communications for a global architecture firm, to gain clients like Fossil, lululemon, Paramount, and Intuit.

EDUCATION & PORTFOLIO

University of Southern California, 2011 | B.A. Print & Digital Journalism | Communication Design | Spanish

Social & Editorial Work: maliamakowicki.com/portfolio

SKILLS

Audience Growth & Engagement | Social Editorial Strategy | Global Social Publishing | Content Optimization | Brand & Stakeholder Management | Creator & Partner Marketing | Content Operations | Instagram Strategy | Complex Creative Briefs & Workflow Management | Cross-Functional Leadership | Paid & Organic Social Analytics & Reporting