

# SASHA R. PASULKA

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## HIGHLIGHTS

- Expertise in social media strategy and tactical marketing, digital relationships and creative campaign development with a focus on user engagement, UX and client satisfaction
- Exceptional record of success in social media brand development, audience-building, social networking, advertising sales and integration, SEO, KPI identification, web metrics analysis and technical development
- Unique understanding of social media planning from the perspective of both a publisher and a buyer
- Demonstrated strength as an analytical/quantitative thinker as well as second-to-none communication skills
- Manager and mentor to a team of social media personnel
- Recognized as expert in social media space by CNN, *The Miami Herald*, *The Bulldog Reporter*, *The New York Observer*, RadarOnline and MediaBistro.com
- Experienced media personality, including television, print and radio appearances, guest hosting and speaking engagements
- Active social media thought-leader with a broad and dedicated following
- Strong interpersonal relationship-builder and an eager team player

## PROFESSIONAL EXPERIENCE

### **EB Media, LLC** – Seattle, WA

7/2006 – present

#### *CEO and Founder*

- Founded online media company whose web properties have become among the top entertainment destinations on the web for women 18-35, boasting a loyal community base of 4M unique readers and 15MM page views monthly
- Develop and optimize results-driven interactive/social marketing and media-buying strategies, branding initiatives and ad campaigns while managing budget and tracking ROI
- Determine KPI, track and analyze internal, competitive and technical performance metrics to optimize site performance and revenue
- Monitor digital marketing, advertising industry and media-planning trends, including new platforms and vendors, to identify opportunities and nurture partnerships which best utilize resources and web real estate
- Monitor changes in search-engine optimization techniques and work with technical team to integrate improvements and measure results
- Oversee ad sales and implementation, including sponsorships, contextual advertising, banner ads, in-text ads, gutters, interstitials and strategic partnerships
- Track and optimize client ad placement, identifying target audiences and CPMs
- Integrate advertising and product creatively to meet client objectives while maintaining user engagement and experience
- Build and maintain strong relationships with senior executives at content-licensing and advertising partners, including RealNetworks, Oxygen and GumGum
- Recruit, manage and mentor nine-person staff of editors, staff writers, feature contributors and interns
- Develop and disseminate best practices for web community building, persona development, blogging, vlogging, editing, online messaging and leveraging social networks
- Increase brand visibility via public relations campaigns, including recognition as a social media and entertainment expert with quotes in CNN.com, RadarOnline, *The Miami Herald* and *The New York Observer*.
- Grow and maintain social media following, including nearly 3,000 Twitter followers, 2,000 Facebook fans and 50,000+ YouTube views

### **RealNetworks, Inc.** – Seattle, WA

10/2007 – present

#### *Social Media Consultant (7/2007 – present)*

- Advise on social media marketing strategy and editorial strategy for Media Software & Services division
- Strategic counsel for internal ad sales team, specializing in advertising integration, user engagement and web promotion

- Evaluate technical and SEO options for key entertainment websites including Film.com

*Managing Editor, LillyLikes.com (3/2009 – 1/2010)*

- Managed five-person staff of freelance writers for women's entertainment website
- Integrated editorial features with other RealNetworks properties, such as Rhapsody.com, RollingStone.com and Film.com

**Northrop Grumman Corp.** – El Segundo, CA

6/2003 – 6/2007

*Senior Software Engineer*

- Managed design, development, test and release of safety-critical mission software for the F-35 Joint Strike Fighter
- Analyzed and problem-solved test findings at all levels of system integration
- Lead regular code and design reviews and safety inspections, interfacing with developers and managers throughout the United States and the UK

**Honeywell International** – Glendale, AZ

5/2002 – 6/2003

*Software Engineer*

- Created virtual cockpit components for the Gulfstream V Planeview, including a display controller and primary flight display; additionally created components for commercial jets produced by Embraer and Hawker
- Trained testers and developers in the use of virtual cockpit components for verification and validation efforts

**Lockheed Martin Corp.** – Goodyear, AZ

Summer 2001

*Software Engineer*

- Developed requirements and high-level design for a U.S. missile-defense system simulator
- Managed and lead development briefings for U.S. military personnel

#### **SOCIAL MEDIA INTERVIEWS**

- OurBlook.com. [Sasha Pasulka on Social Media](#). July 3, 2009.
- The Bulldog Reporter. [The New Media Relations: The Evil Beet's Pasulka Dishes PR Advice for Building Bonds with Bloggers](#). July 10, 2009.
- MediaPost.com. [5 Questions for Sasha Pasulka](#). June 1, 2009.
- The Bulldog Reporter. Offer Celeb Access, Exclusive Photos to Reach Millions Online with Evil Beet. May 11, 2009.

#### **SELECTED PRESS AND MEDIA**

- CNN.com. [Super tweeter Tila Tequila scales back after incident](#). September 8, 2009.
- CNN.com. [With 'Jon & Kate' can the show go on?](#) June 23, 2009.
- RadarOnline.com. [Reality TV Shows: Bad for Us?](#) July 30, 2009.
- *The Miami Herald*. 'Burn Notice' star's tweets aid charity. June 15, 2009.
- *The New York Observer*. Why New York Is About to Flip for Jon & Kate Plus 8. May 26, 2009.
- *Jewish News of Greater Phoenix*. Lifestyles of the young and snarky. August 14, 2009
- MediaBistro.com. [FBLA 20 Questions for Sasha Pasulka](#). September 24, 2007.

#### **EDUCATION**

*M.B.A.*

UCLA Anderson School of Management – Los Angeles, CA, June 2007

*B.S. Computer Science*

Arizona State University – Tempe, AZ, June 2003

*Systems Engineering Certificate*

California Institute of Technology – Pasadena, CA, September 2004