



Wendi Aarons

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CAREER HIGHLIGHTS

- Part of a select group of social media influencers chosen to attend [ONE's Girls and Women](#) symposium in Washington DC
- Invited by [Heifer International](#) to be part of a small delegation of writers to visit Malawi, Africa
- Winner of the 2017 Iris Award for "Most Entertaining" content at the [Mom 2.0](#) influencer conference
- Authored multiple humor pieces on [McSweeneys Internet Tendency](#) that have gone viral
- Director, co-founder and producer of the Austin edition of the national stage show "[Listen to Your Mother](#)" 2010-2013

GET IN TOUCH

- ✉ Wendi@WendiAarons.com
- 📁 WendiAaronsWork.com

SOCIAL MEDIA

- 📷 @wendiaarons
- 🐦 @wendiaarons

EDUCATION

University of Oregon
Bachelor of Arts, Film & Television

EXPERIENCE

Social Media Director, [Conferences For Women](#) 2015-Present

- Manage all social media channels and platforms for the annual Texas, Massachusetts, Pennsylvania and Silicon Valley Conferences for Women. Conferences are largest in the country, with attendance at 11-15k each
- Work with high-level sponsors to promote their involvement, including creative campaigns and Facebook Live
- Responsible for community engagement, curation of relevant content, promoting our mission, and the growth of our channels
- Proficient in paid advertising campaigns, analytics and overall social media strategy
- Build and coordinate 10 person "social media street team" to help amplify our conferences

Social Media Manager, [Alphamom.com](#) 2013-2015

- Managed Facebook, Pinterest, Twitter, Google+ and Tumblr social media accounts for AlphaMom.com, a NYC-based website that has over 1mm unique visitors a month
- Curated relevant content and promoted original website content
- Wrote extensive reviews on travel, including Universal Florida and DisneyWorld

Content And Social Media Creator 2010-Present

- Create and write blog posts and social media content for clients including LPGA, General Mills, Capital One, Lean Cuisine, Get Out The Vote, Austin Opera and AARP
- Promote all sponsored content on social media channels

Freelance Writer 2003-Present

- Regular contributor to [McSweeneys Internet Tendency](#), [US Weekly's](#) Fashion Police, The Huffington Post, [AlphaMom.com](#), LifetimeTV.com, Parentwise Austin, VetStreet, Nickelodeon and others.
- Writer and owner of lifestyle blog [wendiaarons.com](#) that was named "Funniest Parenting Blog" by Parents Magazine
- Co-creator of popular Twitter parody account [@PaulRyanGosling](#) that has had up to 80k followers and appeared on national media outlets

Speaking and Teaching

- Frequent speaker on social media to City of Austin Small Business classes
- Taught sold out humor writing class for the Writers League of Texas
- Repeat speaker on social media at Writers League of Texas annual conference
- Speaker at Mom2.0, BlogHer, MomCom and others
- How to Write Humor instructor for Girls With Pens Summer Camp in 2019

Volunteer Social Media

- Launched and managed social media accounts for 2018 Texas Congressional Candidate MJ Hegar
- Contributed social media posts to Annie's List