

DAVID MALKIN

New York, NY | david.malkin99@gmail.com

SUMMARY

Content and audience strategist who turns editorial judgment into systems that help complex stories travel. Three years leading day-to-day editorial distribution for Big Think Media's partnership with Stand Together, the largest content partnership in the company's history.

EXPERIENCE

Big Think Media | Campaign Manager, Big Think Creative

June 2023 - July 2026

New York, NY | Transitioned from Community Manager, Branded Content, February 2026

Day-to-day editorial distribution lead on the Stand Together partnership, Big Think Media's largest content partnership, spanning NFL, NBA, film, and music campaigns.

- Operated the master publishing plan for the NFL's 2025 My Cause My Cleats campaign across league, team, athlete, and nonprofit channels; the program generated 14.1M organic views and 336K engagements across 63 placements. Post-campaign analysis found four league-amplified stories drove 78.6% of views, changing how the next cycle was planned.
- Pressure-tested and operated inside a 41-piece Super Bowl LX publishing program across 130 placements, then authored the post-campaign analysis connecting collaborator mix and format to per-post performance; the program delivered 296,160 views, 22,609 engagements, and 1,795 shares.
- Co-designed the article-to-social distribution process and sole-authored the living content standards, covering carousel architecture, copy prohibitions, platform specifications, and a quality gate governing every piece of social, newsletter, and video content for the partnership.
- Managed monthly editorial packaging for two newsletters (31.5K combined active subscribers) and video content (two documentaries and four shorts monthly); a reframed story doubled a newsletter issue's click rate against its twelve-week baseline (2.7% vs. 1.3%).
- Proposed and designed the Instagram Highlights and UTM-tracking redesign and the carousel expansion from Instagram-only to Facebook, Instagram, and LinkedIn, adopted across the partnership in 2025.

Boston University Libraries | Engagement Coordinator (Social Media & Content)

Boston, MA | July 2022 - June 2023

- Ran BU Libraries' social media presence and monthly editorial calendar; built weekly content plans and coordinated a nine-person student creative team; grew Instagram presence 500% through narrative-driven, audience-tested content formats.

EDITORIAL LEADERSHIP

Editor-in-Chief, Journal of the Core Curriculum, Boston University | September 2018 - May 2021

Senior Editor, Charcoal Magazine, Boston University | September 2021 - May 2022

Features Writer, Daily Free Press, Boston University | September 2019 - December 2019

On-Air Co-Host, 'Let's Get Lit,' WTBU Radio, Boston University | 2019 - 2022

Weekly radio program about literature and culture; produced programming, hosted conversations, and interviewed guests.

EDUCATION

Boston University | Boston, MA | B.A. History (Honors), GPA 3.70

Thesis: A Cultural History of the American Strip Mall | Dean's List | NCAA Division I Swimming & Diving

SKILLS & CREDENTIALS

Narrative and Content Systems: editorial strategy, carousel and video packaging, copywriting standards, brand and partner voice governance, quality gate systems

Distribution and Analytics: cross-platform organic distribution (YouTube, Facebook, Instagram, LinkedIn, X), Google Analytics, UTM architecture, performance reporting, newsletter analytics

Technical Foundations: SQL, MySQL, relational database design, data modeling, Python, Git/GitHub, Unix command line, Tableau

Community and Partner Relations: partner collaboration frameworks, multi-stakeholder approval workflows, community growth strategy

Project Management: Sprinklr, Airtable, ClickUp, Asana, Google Workspace, HubSpot, Adobe Creative Cloud

AI and Productivity: Claude, ChatGPT, Perplexity, AI-assisted drafting and editorial workflows

Credentials completed: Meta Database Engineer Professional Certificate; Google Analytics certification program; HubSpot Inbound Marketing Certification

Languages: English (Native), Russian (Bilingual)