

## TIM D. HARAN

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### QUALIFICATIONS

- Successful and skilled social media director, content creator/manager and digital strategist
  - Experienced in building vibrant online communities, crafting engaging content for diverse audiences and effectively leading a team in the creation of award-winning social campaigns
  - Highly organized and results-driven manager who in 2008 helped establish what is now a nationally recognized and respected social media department
  - Directed a team that manages a social portfolio stretching across 20 markets and that includes nearly 90 web properties and more than 750,000 followers/subscribers
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### SPECIALTIES

- Social media content marketing
  - Online content optimization, SEO
  - International strategic communication
  - Digital media community management
  - Brand journalism, social strategy
  - Video creation, editing, production
  - Public speaking, live training
  - Interviewing, writing, editing
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### SELECTED ACHIEVEMENTS

- Amassed more than 6 million views to the flagship [What's Up, USANA?](#) blog, including a record 1.6 million in 2016 (46% increase over 2015)
  - Improved social media visibility and integrated best practices companywide in areas such as marketing, network development, communications, customer service and human resources
  - Invited to speak as a social media marketing expert at corporate and industry events
  - Conceptualized and implemented a popular Social Media Ambassador program to engage with and reward our most loyal and enthusiastic social audience
  - Named Social Media Professional of the Year by PR News in 2014
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### PROFESSIONAL EXPERIENCE

**DIRECTOR OF SOCIAL MEDIA**  
**USANA HEALTH SCIENCES**

**MARCH 2014 – MAY 2017**  
**SALT LAKE CITY, UTAH**

- Directed daily operations of USANA's global social media presence, placing special emphasis on engaging and interacting with powerful and diverse audiences in 20 markets worldwide by providing personalized, shareable content
- Integrated social media into broader company initiatives and ensured key performance indicators were met, while also establishing brand awareness and fostering brand loyalty
- Developed and implemented strategies to maximize international social media reach, leveraging social media management and analytics tools such as Hootsuite, Google Analytics
- Employed brand journalism techniques to provide credible, valuable content for a global audience of more than 500,000 independent distributors and preferred customers
- Nurtured a powerful online community and spearhead an annual ambassadorship program to help promote the overall brand image

**SENIOR MANAGER OF SOCIAL MEDIA  
USANA HEALTH SCIENCES**

**DECEMBER 2007 – MARCH 2014  
SALT LAKE CITY, UTAH**

- Spent 11 months as a marketing writer (2007-08) before being asked to be part of the newly formed social media department. Started as a social media specialist (2008), advanced to senior social media specialist (2009), became manager of social media content (2010), and then senior manager of social media (2011-14)

**SPORTS EDITOR  
DAILY PRESS**

**DECEMBER 2005 – JULY 2007  
VICTORVILLE, CALIFORNIA**

- Managed a staff of four reporters and regularly designed the daily section

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**SELECTED AWARDS, PROJECTS, & PUBLICATIONS**

- **What's Up, USANA? Strategic Repositioning (2017):** Directed complete redesign and restructure of the company's flagship blog. The project aimed to meet several objectives: Cater to mobile viewers/readers, offer blog posts in multiple languages, optimize content for search, and assist in online outreach efforts with third-party blogs/websites.
- **Social Media Ambassador Lounge (2016):** Organized an exclusive one-day-only experience at the company's annual convention to reward our most active and loyal social advocates.
- **PR News Platinum Hall of Fame — What's Up, USANA? Blog (2014):** The company's What's Up, USANA? blog — which features more than 2,500 posts, dozens of contributors, and thousands of daily readers — was inducted into the PR News Platinum Hall of Fame alongside PEOPLE Magazine, Subway, AT&T, and others.
- **Express Your Selfie: Global #USANAselfie Promotion (2014):** Succeeded in creating buzz and energizing thousands at the 2014 USANA International Convention, the company's most important week of the year. More than 4,500 photos were uploaded to Twitter and Instagram, helping to build brand awareness and creating social media buzz.
- **USANA Open Global Facebook Promotion (2013):** Conceptualized, organized and managed the award-winning USANA Open, a month-long Facebook-based promotion that reached a global audience and awarded weekly prizes to individuals in five countries. It resulted in 2,000 email entries and boosted Facebook likes by nearly 4,000.
- **Media Mentions:** Delivered a 20-minute presentation discussing strategies and best practices for creating a brand ambassador program (*Bulldog Reporter*); submitted an article explaining four ways direct selling companies can get the most out of [social media at live events](#) (*World of Direct Selling*); and was interviewed as an expert on general [social media](#) and [blogging](#) and on specific platforms such as [Facebook](#) and [Twitter](#) (*PR News*).

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**EDUCATION**

**UNIVERSITY OF CALIFORNIA AT BERKELEY  
MASTER OF JOURNALISM**

**AUGUST 2000 – MAY 2002  
BERKELEY, CALIFORNIA**

Learned basic and advanced reporting skills from successful journalists while gaining real-world reporting experience at one of the top journalism programs. Thrived in a new media environment, learning skills such as computer-assisted reporting, video production and website creation.

**WESTMINSTER COLLEGE OF SALT LAKE CITY  
BACHELOR OF ARTS IN COMMUNICATIONS**

**AUGUST 1995 – MAY 1999  
SALT LAKE CITY, UTAH**