

**Kathy O'Reilly** is the Senior Director of Social Media Relations for Monster Worldwide, overseeing social media outreach and engagement strategies on multiple social media platforms to generate brand awareness and positive relationships with both traditional and social media.

Kathy began her career in traditional broadcast media, where she spent 15 years producing nationally-syndicated TV talk shows and magazine format TV news and entertainment programming. Kathy's production credits include programming for CBS Westinghouse, Telepictures/Warner Brothers, The Disney Channel, Lifetime Television, the Discovery Channel, and Hearst Argyle Productions. She made the move from TV to the Internet in 1999 when she joined Lycos.com, one of the original pioneering Internet brands. Kathy spent 10 years at Lycos where she directed PR, Social Media Strategies & Execution, Corporate Communications and Media Relations.

Kathy joined Monster in early 2009 and you can follow her on Twitter [@kathyoreilly](#), and [@MonsterWW](#), join her on Facebook <http://www.facebook.com/kathy.oreilly> and connect with her on BeKnown: <http://beknown.com/kathyoreilly>.