

# Yvette Pistorio

## Social Media Senior Account Manager

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Yvette has been involved in social media for almost her entire career – which may come as a surprise since she spent her first two years in college studying nursing. But after deciding to pursue her passion – journalism and writing – Yvette graduated with a bachelor’s degree in journalism, with honors, from Columbia College Chicago.

She’s managed social media for Cision, a global provider of software and services to public relations and marketing professionals, as well as for public relations and recruiting firms. She also led social media strategy for AMLI Residential, an apartment development and management company. Yvette joined Taylor Johnson in 2018 as a social media senior account manager, where she creates social media content for firm clients.

Yvette has successfully used social media as an integral part of her employers’ business strategies. While at AMLI, she increased traffic to the firm’s blog by 20% in the first month and then continued to increase unique visitors to the blog by 12% year over year. That blog was recognized by RentCafé in 2016 as one of the top apartment blogs in the United States.

Yvette and her husband, Matthew, have two toddlers. The family enjoys reading, playing outside and cooking together.