

Social Media Strategist

Marisa Peacock brings several years of experience defining and developing web, social media and multimedia marketing strategies for non-profits, small businesses and independent schools.

EDUCATION

University of Illinois Urbana-Champaign, Master of Fine Arts - MFA, Design for Responsible Innovation, expected graduation May 2027

Georgetown University, MALS, American Studies, 2005

Mount Holyoke College, BA, Psychology, 2001

PROFESSIONAL EXPERIENCE

Social Media Strategist & Marketing Consultant

Founded in 2010 by Marisa Peacock, The Strategic Peacock, LLC helps optimize the online presence of small businesses, independent schools and other professionals. From websites to social media, The Strategic Peacock helps organizations employ marketing strategies designed specifically to meet customers' needs. Active clients include:

- A Life Well Drunk
- DoggyWalker.com
- Georgetown Bagelry
- Japan Automobile Manufacturers Association (JAMA)
- Lasko Products
- Mid-Content Regional Science Association (MCRSA)
- North American Regional Science Council (NARSC)
- National Association of State Mental Health Program Directors Research Institute (NRI)
- Spotlight Air Environmental
- Studio Alliance

Contributing Writing

Admissions Quest, Contributing Writer, 2011 – 2016

Wrote and researched articles about specific topics relevant to independent boarding schools.

EdSocialMedia.com, Contributing Writer, 2009 – 2014

Wrote articles about the role of social media in education, particularly in independent schools and higher education.

Socious Software, Content Strategist, 2013

Wrote and researched articles about specific topics relevant to community development and social business.

Quandora, Content Strategist, 2013 www.quandora.com

Wrote and researched white papers about specific topics relevant to knowledge management and social business.

CMSWire.com, Senior Reporter, 2007 - 2013 www.cmswire.com

Wrote and researched articles relevant to enterprise content management, customer experience& engagement, social business, information management, collaboration, and related technologies and strategies.

Safe Kids Worldwide, Content Writer, 2009 – 2013 www.safekids.org

Provided consultative services to SKWW with respect to communications and marketing to assist SKW in implementing its communications and marketing strategy, including complete rewrite and editing of web content for Safe Kids USA and Safe Kids Worldwide.

Web & Multimedia Management

Sisarina, Inc., Sr. Marketing Manager, 2009 – 2010

Developed web, social media and multimedia marketing strategies for non-profits and small businesses, as well as product management, marketing, promotion and customer training.

The Madeira School, Web and Multimedia Manager, 2006 – 2009 www.madeira.org

Collaborated with School offices to develop effective web, e-broadcast, and social media strategies. Produced and managed enhancements and content in a manner consistent with design standards. UX, IA, graphic and web design experience. Presented webinars and presentations at national conferences. Responsible for content writing and SEO analysis.

Full-Time Teaching Experience

Writing for Public Relations (ADV 350)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Lecturer, *Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021*; Focuses on the strategy of crafting and delivering PR messages to various audiences with special emphasis on pre-writing, preparation, revision and presentation.

Advertising Management Plan (ADV 491)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Lecturer, *Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022*; Teaches application of analytical planning concepts to advertising planning and decision making; covers all of the decision making areas of advertising.

The Sandage Project (ADV 498)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Lecturer, *Spring 2020, Spring 2022, Summer 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2025, Spring 2025*. Facilitates 8-week service-learning project in which student teams create start-to-finish campaigns for local nonprofits and educational organizations, applying the concepts, experiences, and skills that have been learned in the curriculum.

Internship Seminar (ADV 495)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Lecturer, *Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022, Fall 2022*; Oversaw advertising students who completed an approved professional, industry related internship.

Digital Media and Marketing (MBA 543)

- **University of Illinois at Urbana Champaign, Gies College of Business**, Co-Instructor, *Fall 2021, Fall 2022, Fall 2023, Fall 2024, Spring 2025*. Teaches the critical role of digital media as the delivery channels of marketing communication and the impacts of digital revolution in marketing and the rise of marketing technology industry.

Social Media and Personal Branding (ADV 290)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Co-Instructor, *Winter 2022 - present*. Asynchronous 8-week class that focuses on practical strategies for building and maintaining a strong personal brand on social media for career advancement and social influence.

Sandage Social Media Lab

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Faculty Facilitator for Internships and Experiential Learning, *Fall 2021 - present*; The Sandage Social Media Lab in the Charles H. Sandage Department of Advertising in the College of Media is a department-run lab that trains students to provide integrated communications services to select clients in the Champaign-Urbana community.

Digital Content and Social Media Management (ADV 491)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, Lecturer, *Fall 2022, Fall 2024*; Teaches analytical planning concepts to advertising planning, decision making, and managing social media accounts. Covers all of the decision making areas of advertising and social media management

Digital Content Planning and Management (Coursera)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, *Spring 2023*; Development of Massive Online Open Course (MOOC) for Coursera. This practical course was designed for current career-professionals who want to learn how to build a real-world content strategy and a plan to execute it. Students will gain understanding of how create, manage, review and govern digital content.

Public Relations Strategies (ADV 410)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, *Spring 2023*; Examined the intersection of public relations strategies and digital communication tactics used by organizations to meet reputation and relationship management objectives with relevant publics and stakeholder groups.

AI and Advertising (ADV 290)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, *Spring 2024, Spring 2025*; From virtual influencers to research or content creation, this class explores the ethics and efficacy of using AI for advertising.

Advertising Study Abroad (ADV 399)

- **University of Illinois at Urbana Champaign, The Charles H. Sandage Department of Advertising**, *Spring 2025*; Scandinavian Brand Immersion: This 10-day study abroad course trip to Copenhagen, Denmark, and Stockholm, Sweden is designed to give advertising students a deep dive into the branding, advertising, and cultural strategies

of major global companies based in Scandinavia, along with a broader exploration of Scandinavian design, architecture, and culture. Students will visit corporate headquarters of iconic companies like LEGO, IKEA, H&M, and UNIQLO to understand their global marketing strategies.

Adjunct Teaching Experience

Social Media Marketing

- **Maryland Institute College of Art, Masters of Professional Studies**, Adjunct Professor, 2011-2020; Facilitate discussion within the Business of Art and Design graduate program about the dynamics of social media applications, and how they apply to art and design marketing. Initiate strategy development for social media marketing efforts, utilizing application metrics for measurement and benchmarking.

Emerging Media & The Market

- **West Virginia University, Reed College of Media**, Adjunct Instructor, 2014 – 2017; Facilitated discussion and examination of how modern industry uses emerging media, such as blogs and virtual worlds, to enhance the IMC process, as well as the creative and ethical issues unique to digital media.

Visual Cognition and Perception

- **Maryland Institute College of Art, Masters of Professional Studies**, Adjunct Professor, May 2015-2018, Facilitated discussion that focuses on the art and science of visual cognition and perception, and how information is visual acquired and processed. By exploring topics such as neuroscience, pattern recognition, spatial relationships, shape, and color, students gain an understanding in ways the mind receives, acquires, processes, and stores information and data.

Strategic Social Media

- **West Virginia University, Reed College of Media**, Adjunct Instructor, 2017 – 2019; Facilitate discussion and accelerated examination of the social media landscape with a focus on crafting messages and successful case studies.

Digital Imaging, Video & Media

- **Brandeis University, Rabb School of Continuing Studies**, Adjunct Instructor, 2017 – 2019; Facilitate discussion and examination of concepts of digital culture and how they impact digital media.

SERVICE

College of Media

Illinois Public Media and Department Initiatives Committee, 2024-current

Courses & Curriculum Committee, 2023 - current

IliniFest, 2023, 2024, 2025

Ilini Days, 2023, 2024

Gonfalon Carrier, 2023 Spring Commencement; 2023 Fall Convocation; 2024 Spring Commencement.

Mediapalooza, Spring 2020, Spring 2021, Spring 2022

College Awards & Scholarships, 2020-2021

Department of Advertising

Department Advisory Committee, 2020-2021

Student Recruitment & Marketing Committee (ad hoc), 2021 - present

The Hub for Brand Innovation and Advertising Technology, 2021 - 2023

Sandage Symposium, 2022

Undergraduate Curriculum Committee, 2022-2023

Courses and Curriculum Committee, 2023 - present

Mentoring Matters Workshop Series, Office of the Provost, Summer 2023

Graduate TA Academy, Microteaching, Fall 2021, 2022

Graduate TA Academy, co-instructor, Fall 2023

Graduate TA Academy, instructor, Winter 2024

SPEAKER EXPERIENCE

Upcoming

University of Illinois WebCon 2025, Champaign, IL

April 3-4, 2025

Topic: Exploring the Potential of AI in Social Media Marketing

16th Annual College of Education Graduate Student Conference

University of Illinois Urbana-Champaign, Champaign, IL

March 7, 2025

Topic: Advertising Curriculum and the Integration of Regulations, Laws & Policies that Support Inclusive Design

Guest Lecture: ADV 480: Social Media Analytics, Urbana, IL

April 22, 2024

Topic: How to Use Social Media Insights in Industry

Guest Lecture: SOCW 456: Philanthropy and Social Justice, Urbana, IL
April 1, 2024
Topic: Social Media and Fundraising

North American Home Furnishings Association, Webinar
March 14, 2024
Topic: Capture Your Target Audience on Social Media

Graduate TA Academy, Center for Innovation in Teaching & Learning
January 11, 2024
Topic: How to Make the Most of an Active Learning Classroom

College of Media Sandage Social Media Lab/Brand Consults, Champaign, IL
October 24, 2023
Topic: Bring Your Social Media In-house & Make it Thrive
Guest Lecturer: ADV 290: Adventures in Creative, Urbana, IL
October 16, 2023
Topic: Creative in Social Media

Guest Speaker: MDIA 100 College of Media Orientation, Urbana, IL
October 9, 2023
Topic: Sandage Social Media Lab

Converge South, Concord, NC
October 5, 2023
Topic: Bring Marketing In-house

Graduate TA Academy, Center for Innovation in Teaching & Learning
August 17, 2023
Topic: How to Make the Most of an Active Learning Classroom

University of Illinois WebCon 2023, Champaign, IL
April 13, 2023
Topic: How to Bring Social Media In-House and Make it Thrive!

Piatt County Nonprofit 2023 Leadership Meeting, Monticello, IL
March 31, 2023
Topic: How to Tell Captivating Stories with Social Media

Guest Lecture: Community Learning Lab with School of Social Work, Urbana, IL
November 4, 2022
Topic: Social Media Strategies and Online Fundraising

Seattle Interactive Conference, Seattle, WA

October 26, 2022

Topic: How to Bring Social Media In-House and Make it Thrive!

Brand Hub Marketing Fair: Storytelling & Content Creation, Champaign, IL

October 17, 2022

Topic: How to Tell Captivating Stories for Social Media

North American Home Furnishings Association, Webinar

August 11, 2022

Topic: Influencer Marketing Can Grow Your Business

North American Home Furnishings Association, Webinar

June 23, 2022

Topic: Reach Your Audience with the Right Digital Content

Guest Lecture: ADV 480: Social Media Analytics, Urbana, IL

April 20, 2022

Topic: How to Use Social Media Insights in Industry

Hub for Brand Innovation and Advertising Technology, Webinar

November 29, 2021

Creating a Winning Social Media Strategy for Your Brand

Hub for Brand Innovation and Advertising Technology, Champaign, IL

October 28, 2021

Audience Analysis: People, Power & Influence

North American Home Furnishings Association, High Point, NC

High Point Market Seminar Series—Fall 2021

October 17, 2021

Topic: Digital Content Planning Made Easier

Hub for Brand Innovation and Advertising Technology, Webinar

October 11, 2021

Topic: Creating a Winning Social Media Strategy for Your Brand

Pet Sitters International, Mini-Sessions

Spring 2021

Topic: Creating Your Social Media Content Plan, Brand Perception and Consistency, Measuring Results of Your Marketing, Understanding Consumer Behavior, Mistakes to Avoid on Social Media

Pet Sitters International, Webinar

August 7, 2019

Topic: What to Do When Your Audience Doesn't Want to Engage

Maryland Institute College of Art, Baltimore, MD

March 6, 2019

Class Presentation: Business Intelligence

Baltimore Business Journal / Digital Marketing Seminar Series, Hunt Valley, MD

June 8, 2018

Topic: Relationship Marketing in the Digital Age

2018 Ophthalmic Practice Management Symposium, Chevy Chase, MD

March 17, 2018

Topic: Patient Acquisition, Engagement and Retention in the Digital Age

Maryland Institute College of Art, Baltimore, MD

February 28, 2018

Class Presentation: Business Intelligence

North American Home Furnishings Association, High Point, NC

April 23, 2017

Topic: Use your Words: Leveraging Customer Conversations to Enhance your Content Marketing

Pet Sitters International, Webinar

April 5, 2017

Topic: Social Media Unleashed: How Pet Sitters and Dog Walkers Can Maximize Social Media

STORY-WashDC, Washington, DC

March 28, 2017

Topic: Community, Conversations and Curiosity

Wofford College, Spartanburg, SC

February 21-22, 2017

Social Media Workshops for Start-Ups and Non-Profits

Maryland Institute College of Art, Baltimore, MD

February 15, 2017

Class Presentation: Business Intelligence

North American Home Furnishings Association, Las Vegas, NV

Las Vegas Market Seminar Series

January 23, 2017

Topic: Use your Words: Leveraging Customer Conversations to Enhance your Content Marketing

National Alcohol Beverage Control Association (NABCA), Burlington, VT

October 16 - 19, 2017

Topic: Communicating Control

North American Home Furnishings Conference, Long Beach, CA

May 22-24, 2016

Topic: Five Ways to Use Social Media to Jumpstart Your Marketing Efforts

North American Home Furnishings Association, Las Vegas, NV

Las Vegas Market Seminar Series—Winter 2016

January 27, 2016

Topic: How Millennials Impact Retail Shopping

Betamore, Baltimore, MD

August 5, 2015

Topic: Audience Engagement

Betamore, Baltimore, MD

July 22, 2015

Topic: Developing Personas for Effective Marketing

Women Photographers of Washington, Washington, DC

May 27, 2015

Topic: Business of Photography

North American Home Furnishings Association, High Point, NC

High Point Market Seminar Series—Spring 2015

April 18, 2015

Topic: The Social Shopper: How Retailers Can Connect with Shoppers

Baltimore Restaurateur Group, Baltimore, MD

February 11, 2015

Topic: Strategic Social Media Workshop

North American Home Furnishings Association, Las Vegas, NV

Las Vegas Market Seminar Series—Winter 2015

January 21, 2014

Topic: The Social Shopper: How Retailers Can Connect with Shoppers

EdSocial Media Bootcamp, Charleston, SC
November 20, 2014

Converge South, Winston-Salem, NC
October 17, 2014
Topic: What to Do When Your Audience Doesn't Want to Engage

LavaCon 2014: Digital Media and Content Strategies Conference, Portland, OR
October 13–15, 2014
Topic: What a Bagel Shop Can Teach Us About Community Experience

Montgomery Community Media NPO Day, Rockville, MD
March 31, 2014
Topic: Optimizing Engagement and Support through Social Media

LearnServe Social Action Summit, Washington, DC
American University
March 1, 2014
Topic: Getting the Word Out with Social Media

EdSocialMedia: Social Media Bootcamp, Bethesda, MD
The Woods Academy
February 19, 2014

Capital Area Gay & Lesbian Chamber of Commerce, Washington, DC
Board Retreat
February 1, 2014
Topic: Social Media Needs You

Capital Area Gay & Lesbian Chamber of Commerce, Washington, DC
Business Matters Lunch: Technology Series; LinkedIn for Business
January 31, 2014

Maryland Institute College of Art, Baltimore, MD
January 20, 2014
Topic: Advanced Website Strategies

EdSocialMedia: Social Media Bootcamp, Baltimore, MD
January 9, 2014

EdSocialMedia: A Hands-On Social Media Workshop For Schools, New Orleans, LA
Marketing Institute for Independent Schools
November 22, 2013

Maryland Institute College of Art, Baltimore, MD
Social Media Advisory Group Guest Lecture
November 18, 2013

LavaCon 2013: Digital Media and Content Strategies Conference, Portland, OR
October 23, 2013
Topic: Why Your Content Marketing Strategy Needs a Strong Listening Culture

Annual Consortium of Pet Care Professionals, Boston, MA
October 5, 2013
Topic: Social Media Unleashed: How Pet Sitters and Dog Walkers Can Maximize Social Media

Luxury Travel Exchange, Las Vegas, NV
September 11, 2013
Topic: Social Channels, the New Customer Service Venue

Association of Coupon Professionals, Annual Industry Coupon Conference, New Orleans, LA
April 25, 2013
Topic: Improving the Mobile Coupon Shopping Experience

Association of College Honor Societies, 2013 Annual Council Meeting, Arlington, VA
February 16, 2013
Topic: How Membership Organizations Can Maximize Social Media

Silverpoint User Conference, Washington, DC
June 15, 2012
Topic: Beyond Facebook & Twitter

MICA Business of Art and Design Program: Residency I, Baltimore, MD
May 27, 2012
Topic: Why Content Matters

J.Boye Philadelphia, Philadelphia, PA
May 9, 2012
Topic: Can You Measure Engagement?

Social Slam 2012, Knoxville, TN
April 27, 2012
Topic: 10 Big Ideas About Community Management

Gilbane Boston 2011, Boston, MA
December 1, 2011
Topic: The Role of the Community Manager

Web Strategy Workshop, Potomac, MD

November 4, 2011

Topic: Social Media Marketing

MICA Business of Art and Design Program: Residency I, Baltimore, MD

May 29, 2011

Topic: Why Content Matters

EdSocialMedia: Making Facebook Pay Dividends for Independent Schools, Westtown, PA

May 11, 2011

Topic: The Role of Community Manager: Turning Content into Conversations

Web Strategy Workshop, Washington, DC

March 14, 2011

Topic: Designing for Shoestring Budgets: Solutions, Tips and Strategies

Hosted by Silverpoint, Inc.

Intelligent Content 2011, Palm Springs, CA

February 18, 2011

Topic: Content Strategies for Social Media Marketing

Web Strategy Workshop, Baltimore, MD

February 8, 2011

Topic: Designing for Shoestring Budgets: Solutions, Tips and Strategies

Hosted by Silverpoint, Inc.

Future of the Jewish Non-Profit Summit, New York City

July 27, 2010

Moderator: ePhilanthropy: The New Frontier for Raising Money

A Day in the Life: Baltimore Design Conference, Baltimore, MD

April 24, 2010

Topic: 140 Character or Less

Internet@Schools East 2010, Arlington, VA

April 12, 2010

Topic: Collaboration - That 13 Letter Dirty Word

1st Annual edSocialMedia Summit, Boston, MA

February 16, 2010

Topic: Strategic Marketing for Schools: Blending Web and Social Media

AISGW Fall Workshop, Mclean, VA

October 28, 2009,

Topic: Market to Today's Families Using Social Media

Webinar: A Soup to Nuts Primer on Strategic Marketing: Blending Print, Web & Social Media
October 7, 2009
Hosted by Silverpoint, Inc.

Webinar: Twitter Your Life Away: Making the Most of Social Media
September 16, 2009
Hosted by Silverpoint, Inc.

AWARDS & RECOGNITION

February 2025: Nominee for campus excellence in undergraduate teaching by the College of Media, University of Illinois Urbana Champaign

February 2025: Recipient of the Student Success Impact Award, which celebrates faculty and staff who have made a significant positive impact on students' experiences at Illinois, University of Illinois Urbana Champaign

Included on the Spring 2024 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 498: Sandage Project*
ADV 290 AI and Advertising*

May 2024: Recipient of the James Webb Young Award for Teaching Excellence, Charles H. Sandage Department of Advertising

April 2024: Recipient of the Most Improved Adult Speedskating Award on behalf of Champaign Regional Speedskating

April 2024: Recipient of the William A. Schaffer Award for Distinguished Service to Regional Science, which acknowledges the service contributions that members have made to the Southern Regional Science Association.

Included on the Fall 2023 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 498: Sandage Project*

Included on the Spring 2023 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 498: Sandage Project*
ADV 410 Public Relations Strategies*

Included on the Fall 2022 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 498: Sandage Project*

ADV 491: Digital Content and Social Media Management*

April 2022: Recipient of The Illinois Student Government Teaching Excellence Award, a campus-wide recognition for outstanding performance both in and out of the classroom

Included on the Spring 2022 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 498: Sandage Project*

ADV 491: Advertising Management Plan*

Included on the Fall 2021 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 350: Writing for Public Relations*

ADV 491: Advertising Management Plan*

Included on the Spring 2021 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 350: Writing for Public Relations*

ADV 491: Advertising Management Plan*

Included on the Fall 2020 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign. *The instructor ratings were outstanding

ADV 350: Writing for Public Relations*

ADV 491: Advertising Management Plan*

Included on the Spring 2020 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign.

ADV 350: Writing for Public Relations*

ADV 498: Sandage Project*

Included on the Fall 2019 List of Teachers Ranked as Excellent By Their Students at the University of Illinois at Urbana Champaign.

ADV 350: Writing for Public Relations*

Nominated for the 2015 Alexia Vanides IMC Teaching Award, which recognizes faculty and instructors at the WVU Reed College of Media who have positively impacted a student's educational experience.

Named as one of the 2013 Power Players in Technology Business Media by Always On Media

Ranked 19th on Harmon.ie's Top 25 Most Influential SharePoint Thought Leaders in Social Business Today, 2011

American Cultures Conference Visiting Scholars' Awards, Third Prize, Humanities

Fifth Annual Graduate Symposium & American Cultures Conference, 2006

The Migration of the Peacock Family: An Examination of Myths of the American West

MEMBERSHIPS

Non-Tenure Track Faculty Coalition

Stewards Council Member, 2023-2024

Contract Action Committee, 2023 - current

Executive Council, Communications Chair, 2024 - current

Chicago Advertising Federation

Corporate Member, 2023 - current

North American Home Furnishings Association

Associate Member, current

Solutions Partner, 2022

New Endeavors By Women, Washington, DC

Board Chair, 2016 - 2018

Board Member, 2012 - 2015

Commission on the Status of Women, Arlington, VA

Appointment member, 2017 - 2019

Alumnae Association of Mount Holyoke College, South Hadley, MA

Chair, Communications Committee, 2017 - 2020

Communications Committee Member, 2014 – 2016

Learn-Serve International, Washington, DC

Venture Mentor, 2014 - 2019

Capital Area Gay and Lesbian Chamber of Commerce (CAGLCC), Washington, DC

Business Member, 2014 - 2016

Mount Holyoke Club of Washington, D.C.

Communications Chair, 2010-2012