

## Experienced Social Strategist

---

### *Professional Summary*

Creative and results-driven social media strategist with nearly 5 years of experience in developing impactful social media campaigns and strategic brand planning. Proven ability to simplify complex challenges into engaging narratives and execute data-driven strategies that resonate with diverse audiences. A culture-first thinker with a knack for collaboration and a passion for leveraging social platforms to drive brand growth.

### *Top Skills*

- Strategic Thinking:** The ability to analyze complex problems and develop clear, actionable strategies that align with clients' goals. This includes translating client challenges into creative briefs and insightful approaches.
- Cultural Insights:** A deep understanding of cultural trends and consumer behavior on social media platforms, enabling the team to harness these insights for developing relevant and engaging campaigns.
- Communication Skills:** Strong verbal and written communication skills to effectively convey ideas and strategies to clients and internal teams. This also includes the ability to present insights and recommendations clearly and confidently.
- Data Analysis:** Proficiency in interpreting both qualitative and quantitative data to evaluate campaign performance and inform strategic decisions. This includes working with metrics to guide ongoing efforts and demonstrate effectiveness.
- Collaborative Mindset:** A strong ability to work collaboratively in team settings, alongside creatives and other strategists, while also being comfortable taking the initiative and working independently when necessary.

### *Work Experience*

**Leo Burnett, Toronto, ON**  
***Social Media Manager***

01/2022-Present

- Spearheaded social media strategy for multiple high-profile clients, driving increased engagement through innovative and culturally relevant campaigns.
- Translated client challenges into compelling creative briefs that guide the development and execution of social content.
- Analyzed performance metrics and cultural trends to optimize ongoing campaigns and inform future strategies.
- Liaise with internal creative and production teams to create compelling social media content and ensure adherence to strategy and client/brand standards.
- Collaborate with cross-functional teams including Creative, Research and Insights, Production, Media, and PR.
- Act as the social expert on the account staying up to date on the latest social media trends and technologies, new emerging social platforms, and making recommendations for innovative new strategies.
- Partner closely with public relations and influencer marketing agency on creating engaging influencer content for my client.

- Collaborated with cross-functional teams to deliver cohesive, multi-channel marketing initiatives.

**Pfaff Automotive Partners, Vancouver, BC**  
**Account Executive, Social**

04/2020-12/2021

- Restructured and optimized multiple brand/accounts social media strategy, resulting in an increase of social reach by 134% and overall followers by 17% within 1 year.
- Assisted agency manage the paid social operations which included providing insight on budget allocation, timing, reporting, and audience targeting.
- Successfully developed and launched my digital campaign series, “My McLaren” that resonated with targeted key persona groups gaining recognition from McLaren of North America and rewarded funding.
- Provided monthly web and media analytics reports to Marketing Director (Advanced Google Analytics Certified).
- Elected by Creative Director to create a go-to-market content marketing strategy to position Pfaff Leasing as an authority in the Canadian leasing industry.
- Employed a data-driven approach to analyze key metrics and insights, drawing actionable conclusions to further strengthen organic engagement.

**Mercedes-Benz Canada, Toronto, ON**  
**Public Relations Intern**

11/2019-03/2020

- Oversaw a comprehensive public relations strategy that resulted in an increase in media coverage and brand awareness.
- Established and maintained relationships with key media outlets and influencers, resulting in an increase in positive media coverage and an increase in social media engagement.
- Created and disseminated weekly internal newsletter on relevant industry news.

**INFINITI Canada, Mississauga, ON**  
**Marketing Intern**

9 - 12/2018

- Assisted with auto show events, coordinated shipping of vehicles, and managed event logistics.
- Successfully launched the 2019 INFINITI Engineering Academy, managing communication strategy and university contacts.
- Acted as a key contact for vendors and agency partners, maintaining strong relationships.

**Licenses and Certifications:**

- Advanced Google Analytics (Google)
- Advertising on Facebook (LinkedIn Learning)
- Email Marketing (HubSpot Academy)
- Advertising on LinkedIn (LinkedIn Learning)
- SEO Fundamentals (LinkedIn Learning)

***Education***

Bachelor of Business Administration, 2019, Georgian College, Barrie, ON