Key Skills in Social Media Strategy:

- **Content Creation & Curation**: I have a strong ability to create visually appealing, compelling content that resonates with target audiences. From developing social media posts, infographics, and videos to curating relevant industry content, I ensure that each piece aligns with the brand's voice and goals.
- **Platform Optimization**: With experience across platforms like Instagram, X, LinkedIn, Facebook, and TikTok, I optimize content for each medium, ensuring maximum reach and engagement. I understand the nuances of each platform and tailor messaging to connect with the right audience.
- **Influencer Partnerships**: I have successfully collaborated with Macro and Micro influencers to amplify campaigns, enhancing brand credibility and reach. I manage influencer relations from selecting the right partners to coordinating content and measuring campaign impact.
- **Social Media Crisis Management**: I handle social media crises by monitoring online sentiment and responding swiftly to potential issues before they escalate. My strategic communication ensures that the brand maintains a positive image even in challenging situations.
- **Community Engagement**: Engaging with followers and fostering an active online community is a key part of my approach. I develop engagement strategies that prompt interaction, build loyalty, and create authentic connections with audiences.
- **Analytics & Reporting**: I track and analyze social media performance using tools like Hootsuite, Sprout Social, and Google Analytics. By interpreting metrics such as engagement rates, impressions, and reach, I continuously optimize strategies to ensure they meet client goals.

Notable Achievements:

- Spearheaded a viral social media campaign for Physicians Aesthetics, resulting in a 183% increase in engagement over a 40-day period. Utilized a mix of influencer partnerships, targeted content strategies, and data-driven optimization to amplify brand visibility and drive interaction across platforms.
- Launched a successful influencer partnership for Bark Fifth Avenue generating increased organic Facebook reach to over 2,400 people and increased brand visibility across Instagram followers by 81 percent.