

BS

Brian Scott

Social Media Manager

CONTACT INFORMATION



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EDUCATION

- **M.S. Integrated Marketing, New York University, 2013**
- **B.A. Communications, Rutgers University, 2011**

KEY SKILLS

- Global social strategy across owned, earned, and paid
- In-house creative team building and operating model design
- Influencer and creator program negotiation at scale
- Social-driven revenue attribution and measurement
- Brand health, share of voice, and crisis communications
- Executive and board-level reporting
- Annual budget planning (\$5M+ programs)
- Cross-functional leadership with brand, PR, and e-commerce
- Platform strategy across Instagram, TikTok, YouTube, and emerging channels
- Talent hiring, development, and succession planning
- Agency consolidation and vendor management
- Community standards and moderation governance

ABOUT ME

Director of social with 12 years across DTC retail, streaming, and beauty. Build and lead in-house social and influencer teams, set the global content strategy, and report performance directly to CMO and CEO. Known for moving brands away from agency dependency without losing creative quality.

PROFESSIONAL EXPERIENCE

DIRECTOR, SOCIAL & INFLUENCER MARKETING | HONEYWICK BEAUTY, BROOKLYN, NY 2021 - PRESENT

- Lead a 14-person social, community, and influencer team across New York and Los Angeles with a \$6.8M annual program budget.
- Rebuilt the global content strategy across 9 markets; consolidated regional accounts and grew total following from 1.1M to 3.4M in 30 months.
- Negotiated a year-long creator partnership program with 240 creators that contributed 22% of e-commerce new-customer revenue in FY24.
- Brought paid social creative in-house, retiring two outside agencies and reducing creative production spend by roughly \$1.9M annually.
- Present quarterly to the board on brand health, share of voice, and social-driven revenue.

HEAD OF SOCIAL MEDIA | STRATOVUE STREAMING, BROOKLYN, NY 2018 - 2021

- Built the social team from 2 to 11 across content, community, and analytics during a major platform expansion.
- Owned launch strategy for 18 original series; flagship drama campaign earned 412M organic impressions in launch month.
- Set the always-on community standards adopted across customer service and PR during a 2020 crisis cycle.
- Hired and developed 3 managers who went on to lead social at peer streamers.
- Partnered with data science on a first-party attribution model linking social engagement to signup conversion.

SENIOR SOCIAL MEDIA MANAGER | NORTHPOINT APPAREL, JERSEY CITY, NJ 2015 - 2018

- Managed Instagram, Facebook, and Pinterest for the women's category, scaling combined audience past 800K.
- Ran a creator gifting program with 90+ partners per quarter that became a template across other categories.
- Led the social side of two seasonal campaigns featured in Adweek.
- Mentored 4 junior team members, two of whom were promoted into manager roles.

SOCIAL MEDIA MANAGER | GLASSHAUS COFFEE ROASTERS, JERSEY CITY, NJ

2013 - 2015

- Built the brand's first social presence from zero, reaching 120K followers in 18 months.
- Wrote tone-of-voice guidelines used by 6 cafe locations and the wholesale team.
- Produced a YouTube brewing series that became the brand's top organic acquisition source.
- Reported weekly on engagement and signups to the founders.