



# Carolyn Parker

## Social Media

Head of social with eleven years across consumer packaged goods, fintech, and travel. Built and managed teams of 4-9, owned integrated content and creator strategy, and reported into CMOs on quarterly channel performance.

## CONTACT INFORMATION



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## EDUCATION

M.B.A., Marketing, USC Marshall School of Business, 2019

B.A., English, UCLA, 2014

## KEY SKILLS

- Team leadership (up to 9 direct and dotted-line)
- Annual social budget planning (\$5M+)
- Creator strategy (always-on and campaign)
- Crisis and issues response on social
- Sprinklr, Sprout Social, Dash Hudson
- Meta Ads Manager, TikTok Ads Manager
- Cross-functional partnership (brand, communications, customer support, legal)
- Quarterly reporting to CMO and executive stakeholders
- Agency-to-in-house transitions
- Editorial governance

## PROFESSIONAL EXPERIENCE

Head of Social Media | Northwind Travel Group, Austin, TX  
2022 - Present

- Lead a team of nine (three content producers, two community managers, two creator leads, one paid social manager, one analyst) supporting three consumer travel brands.
- Rebuilt the org from an agency-led model to in-house, saving roughly \$1.8M annually in agency fees while lifting organic reach across the portfolio.
- Own the annual social budget of \$6.4M covering paid social, creator partnerships, production, and tooling; report quarterly to the CMO and once a year to the board.
- Set the creator strategy that shifted spend from one-off macro deals to a always-on program of 120+ mid-tier creators per year across the three brands.
- Chair the weekly editorial council with brand, communications, and customer support to align social calendars with launches, press moments, and service issues.

Director of Social Media | Beacon Federal (Fintech), Charlotte, NC  
2019 - 2022

- Built the social function from one coordinator to a team of five, standing up channel ownership, a creator program, and a paid social practice.
- Ran the social response for the 2020 payment outage across Twitter and Facebook, coordinating with the legal and customer support teams and clearing an inbox of 11,400 messages over eight days.
- Owned quarterly reporting to the CMO covering share of voice, sentiment, follower growth, and paid attribution.
- Rolled out Sprinklr across the team for publishing, listening, and case routing.
- Represented the brand on two industry panels on financial services and TikTok.

Social Media Manager | Harlowe & Sage Cosmetics, Los Angeles, CA  
2016 - 2019

- Managed Instagram, YouTube, and Pinterest for a prestige beauty brand across US and UK markets, publishing 25-30 pieces of content per week.
- Built the brand's first paid influencer program, running quarterly cohorts of 40 creators with contracted usage rights for paid whitelisting.
- Grew Instagram from 610K to 2.1M followers over 32 months.
- Managed two direct reports and a rotating pool of freelance editors and photographers.

Social Media Coordinator | Cedarline Media Agency, Los Angeles, CA  
2014 - 2016

- Ran organic social for four consumer packaged goods clients under a senior account lead.
- Wrote monthly content calendars, produced weekly reports, and covered live event social for two client activations per year.
- Promoted to Senior Coordinator after 14 months.
- Trained two incoming coordinators on the agency's reporting templates.