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Kimberly Robinson

Social Media

Social media manager with five years across a subscription snack brand and a boutique fitness studio chain. Strongest on TikTok strategy, creator partnerships, and translating a monthly report into what the next month's calendar should look like.

CONTACT INFORMATION



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KEY SKILLS

- TikTok, Instagram, YouTube Shorts
- Creator partnerships and outreach
- CapCut, Adobe Premiere
- Later, Sprout Social
- Link tagging and attribution reporting
- Meta Ads Manager (boosting and whitelisting)
- Brand voice and caption writing
- Monthly performance reporting

PROFESSIONAL EXPERIENCE

SENIOR SOCIAL MEDIA SPECIALIST | KETTLEBAR SNACKS, BROOKLYN, NY 2022 – PRESENT

- Own the TikTok and Instagram content calendar for a direct-to-consumer snack brand, publishing 12-15 pieces of content per week between the two channels.
- Grew paid subscriber attribution from social from around 8% to 23% of new customer acquisition over six quarters, tracked through a tagged landing page and post-purchase survey.
- Manage a \$34,000 monthly creator budget across roughly 18 paid partnerships per month, contracting through Aspire and reconciling deliverables against invoices.
- Run monthly reporting for the head of marketing covering follower growth, top posts, save rate, and attributed revenue, and rewrite the following month's calendar based on what worked.
- Wrote the internal brand voice doc for social captions after founder feedback that captions felt inconsistent across posters.

SOCIAL MEDIA COORDINATOR | RIDGELINE PILATES, DENVER, CO 2020 – 2022

- Ran organic Instagram for a seven-studio Pilates chain, producing class clip Reels and instructor spotlight posts on a two-per-day cadence.
- Built a repeatable instructor-generated content program where teachers filmed 30-second class clips on their phones and dropped them in a shared Dropbox for me to edit.
- Coordinated with the studio managers on local event coverage (pop-ups, new studio openings, member appreciation weeks).
- Cut agency spend by ending a \$4,200-per-month content retainer that was producing lower-performing content than the in-house instructor clips.

EDUCATION

B.A., Journalism, University of Colorado Boulder, 2019