

EMILY JAMIEL

SOCIAL MEDIA DIRECTOR

CONTACT

📞 908-642-7988
✉ emilyjtruesdell@gmail.com
📍 Cape Cod, MA/Remote
💻 Emilytruesdell.com

EDUCATION

Rutgers University, New Brunswick
Graduated: 2014

SKILLS

// PROFESSIONAL

Editorial Calendar Creation
Content Strategy
Social Strategy
Social Media Marketing
Community Management
Influencer Marketing
Ad Copywriting
SEO Writing
Long Form Copywriting
Social Copywriting
Press Releases
B2B / B2C
Basic HTML
DSLR Photography
Photo Editing
Google Analytics Community Outreach

// TECHNICAL

Sprout Social
Aspire Social
Microsoft Office Suite Adobe
Lightroom Headliner
Canva

PROFILE

Social media and digital strategist with a proven professional track record of executing digital strategy and growth across branded channels. Daily creation, management, and execution of creative processes and content across all platforms. Strong strategic ability to formulate brandspecific objectives and execute using original, inventive content in cohesion with market trends. Management of all aspects of forward-facing customer communications. Direct management of athletes, influencers, and creative teams to execute content driven initiatives.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA DIRECTOR

ASU+GSV Summit/GSV Ventures | 2022 - 2023

Managed entire social media presence for both GSV brands

- Following grew 100% YoY compared to prior year I was not with the company
- Social media engagement up over 785% YoY
- Clicks to site was up over 1,000% YoY
- Engagement rate up 225% well above average at 6.7% YoY

Strategic execution of campaigns in accordance with GSV's multiple verticals in EdTech (K12, Higher Ed, Workforce Learning)

CONSUMER COMMUNICATIONS LEAD

Iovate Health Sciences, MuscleTech | 2020-2022

Managed all online communications and digital strategy for Iovate Health Sciences

Brand, MuscleTech, including email, public relations, and social media

Increased social following in 1 year by 16% in 6 months from 275k-335k

Increased website traffic driven through organic social by 500% in 2021 vs 2020

Managed and optimized digital marketing campaigns through a strategic integrated marketing approach including social, email, website, influencer, and content marketing.

Helped execute onboarding and launch of Henry Cavill x MuscleTech partnership -

Managed all content execution across all mediums

Manages all celebrity and influencer relations and programs - Identifies, negotiates, contracts, and nurtures top talent in accordance with customer segmentation

Contracted top tier athletes and influencers including Olympians and television personalities Identifies, initiates, and manages brand partnership opportunities and integrations.

Created, developed, and executed all Press Release distribution.

Community management for an audience of over 1.5 million across platforms

PROFESSIONAL EXPERIENCE (CONTINUED)

SOCIAL MEDIA MANAGER (Contract position)

Andreessen Horowitz | 2020 – 2021

Community management of a cumulative 600k+ audience between Twitter and LinkedIn

- 15% increase in audience growth

Daily strategy and execution of social posts for company editorial content

Creation of podcast audiograms (assets and copy)

Translation of jargon heavy subject matter for digestible social content and copy in biotech, fintech, enterprise, and crypto

spaces Working with all firm partners to execute sensitive material as well as investment announcements, special projects, and initiatives

SOCIAL MEDIA MANAGER

SmugMug + Flickr | 2018-2020

Solely responsible for management of over ten platforms between 2 brands

Community management for a cumulative 3 million + audience Strategy for organic social execution of product campaigns

Revamped a dead Flickr social media presence:

- 142% increase in engagement YoY from 2018-2019
- 239% increase in organic impressions Culled and organized years of outdated content on YouTube across both brands
- Launched Flickr's first Youtube Channel (in progress) Spearheaded and conceptualized "Flickr Shorts" in the beginning of 2019
- Short film views currently exceed 3 million Writing and researching articles for both SmugMug and Flickr blog
- Tripled average blog click throughs
- Wrote SmugMug's top 2 performing blog posts in company history - Optimization of content across channels using SEO

Utilization of both in house resources and external to create channel content

Crafted all social copy between two brands

Utilization of Google, Facebook, and social platform analytics to inform strategy Initiated an influencer social series for

maximization of community engagement which is currently the top performing SmugMug social content in history of brand

Collaborating with, building, and nurturing relationships with influencers Revived a stagnant best practice Daily social listening to utilize customer UGC in alignment with brand goals

COPYWRITER

IMC - IRVINE MARKETING COMMUNICATIONS | 2017-2018

Created targeted, brand-specific copy for multiple agency clients

UX driven copywriting and editing

Executed over 300 pages of copy with extensive medical research

Crafted unique brand voices from home improvement to medical clients B2B and B2C copywriting and editing for agency clients

Increased email open rate 12% for agency client Last line for direct marketing influence on client email, nurture, and reengagement campaigns Contributed to multiple digital initiative launches, including a global DTC website

SOCIAL MEDIA MANAGER

Eat Clean Bro | 2014 - 2017

Created all original content and campaigns across all social media platforms to: - drive sales, solidify brand identity, and interact with customers Designed social strategy and calendar for consistency across channels Grew social following organically to over 90k

Crafted and executed branded email campaigns in alignment with company tone and voice with a 30% increase in email opens

Maintained a community of over 150k followers through daily interaction, organic content creation and community management