

Social Media Specialist / Manager

Career Overview

Creative, goal-driven digital marketing professional and leader, who has built a career meeting complex, unstructured marketing challenges and delivering strategic paid media solutions and measurable performance results. Progressive experience within agency and corporate environments includes executing and optimizing multi-platform paid campaigns across Meta, TikTok, Snapchat, and Google; developing comprehensive media plans aligned to client KPIs; and partnering with Account Managers to shape high-impact social strategy for diverse client portfolios. Selected to assume full departmental oversight during executive maternity leave while maintaining primary role responsibilities. Early in career gained valuable client acquisition, onboarding, lifecycle management and corporate marketing. Supported global brand initiatives, social media management, vendor coordination, and cross-regional collaboration across Latin America, South America, and Europe.

Related Knowledge & Skills

- Campaign Management
- Meta Ads Management
- TikTok Ads & Snapchat Ads
- Strategic Planning
- Multimedia Communication
- Training & Development
- Presentations
- Social Media Strategy
- Media Planning
- Brief Development
- Promotion/Event Design
- Creative Problem Solving
- Cross-Functional Collaboration
- AI Tools for Marketing
- Google Advertising/Analytics
- Billing/Budgeting
- Managed Meetings
- Handled Correspondence
- Continuous Improvement
- Google Ads/Analytics
- Delivering Results

Technical Skills

Intermediate to advanced skills in Microsoft Office. Experience in Adobe InDesign, Photoshop, Illustrator, and Semrush/SproutSocial. HubSpot Certified. Google Ads Certified.

EXPERIENCE

[O'DONNELL COMPANY](#) – New Haven, Connecticut

2024-Present

Marketing Agency

Paid Media Specialist – Execute and optimize paid media campaigns across Meta (Facebook/Instagram), TikTok, Snapchat, and Google platforms. Develop comprehensive media plans and briefs aligned with client objectives and performance KPIs. Manage daily campaign performance, optimization and budget allocation while coordinating creative updates, targeting refinements and campaign adjustments. Conduct monthly reporting, billing, budgeting, social page engagement monitoring delivering strategic recommendations based on analytics insights. Lead social performance update meetings, presenting optimization strategies and campaign findings. Assist in new business development efforts, contributing research and strategic input to support client acquisition. Manage whitelisting partnerships including partner communication, execution and reporting.

- ***Manager Coverage*** – Selected to assume full departmental oversight during manager's maternity leave while maintaining primary role responsibilities. Created and approved media strategies, campaign briefs, and execution plans. Served as primary internal authority for paid social decision-making and optimization strategy.
- ***Strategic Paid Media Leadership*** – Led the planning and execution of multi-platform paid social campaigns, driving measurable performance growth through data-informed targeting, optimization (ex: improve engagement, CTR, CPC), and budget allocation.
- ***Government Partnership Coordination*** – Managed cross organizational communication for public sector campaigns, ensuring alignment of messaging, strategy, and project components across internal teams and external partners. Oversaw social monitoring, reporting and performance insights.
- ***Knowledge and Skills Development*** – Expanded expertise into Google advertising and performance analytics.

“Customer Success Coach” (Account Manager) – Onboarded and managed fitness club clientele and their digital marketing campaigns. Analyzed customer data to improve their online advertising initiatives and the customer experience. Handled and resolved customer requests and complaints. Identified upsell opportunities and collaborated with the Vice President of Sales to generate new proposals. Identified and acted on accounts at risk of churn or poor adoption by monitoring customer usage data. Assisted with digital Activation from conception to execution for a key vertical. Planned, tracked, and executed programs for key customers. Created performance, marketing campaigns in both paid search and paid social channels. Developed and shared best practices with team members to continually improve the quality and efficiency of the company's process. Reported to the Strategy Manager.

- **Client Onboarding** – Received all client information once the Sales Team has secured the client relationship. Took ownership of all client communications and onboarding. Set up clients with everything they need from day one to when they left. Communicated client needs to the creative team and strategy team, and then placed their ads. Collected all the data for each platform that the client used for ads (Facebook, Instagram, Google,). Explained every aspect of company services to clients. Showed clients what the design and ad copy would look like.
- **Client Communication** – Served as the “Voice of Sneeze It” to clients. Maintained a constant dialogue of effective communication through multiple channels. Facilitated the ad review and approval process. Provided a level of service that positioned Sneeze It as a valued strategic partner in the client's business. From the start of the onboarding process to when the client left, handled all client communication. Performed functions equivalent to that of “Customer Success Coach.”
- **Key Relationship Management** – Maintained a balanced, proactive/reactive relationship with assigned accounts. Actively monitored and measured the impact of digital initiatives toward increasing customer health, product adoption, and revenue. Sustained business growth and profitability by maximizing value.
- **Process Improvement** – Sneeze had an unorganized system for client processing. Collaborated with peers to reorganize and streamline Excel documents and design a more efficient system for client processing. Created new formulas in Excel to update the process for storing and updating data in the Master Success Excel sheet. Showed the advantage of a new system to direct supervisor. With approval, implemented the new process for organizing and maintaining Excel sheet documents. Refined process with trial runs of client onboardings and marketing campaign meetings with clients.

[ENERGIZER HOLDING INC.](#) – Danbury, Connecticut

2020-2022

One of the World's Largest Manufacturers of Primary Batteries and Portable Lighting Products. In November 2018, Energizer Purchased the Global Auto Care Division from Spectrum, including the Armor All, STP, and A/C Pro Brands.

Global Marketing Assistant – Assisted in managing all aspects of the STP auto care, brands, day-to-day operations, including delivery of key marketing initiatives, workflows, timelines, and budgets. Ran STP brand social media platforms, posted approved content, and monitored and responded to consumers. Provided Brand Manager support, worked with outside vendors in sales presentation management and analyzed data.

- **Knowledge and Skill Development** – Gained valuable experience in international marketing within a major corporate environment. Learned and practiced high standards of communication, collaboration and operational excellence. Exemplified the STP brand with professionals in Latin America, South America and Europe.

EDUCATION

[SACRED HEART UNIVERSITY](#) – Fairfield, Connecticut

Bachelor of Science, Marketing, 2019

[Curriculum](#)

Concentration: Digital Advertising

Honors & Activities

Member – [Sacred Heart University Dance Team](#)

Member – [Kappa Alpha Theta](#)

Internships (Click to Details)

- Marketing Intern** – [Owl Cyber Defense Solutions](#) – Danbury, Connecticut (Summer 2019)
- Marketing Intern** – [InTouch Technology, Inc.](#) – Vancouver, British Columbia (Jan-Aug 2018)
- Social Media /Marketing Intern** – [Endurance House](#) – Norwalk, Connecticut (Apr-Dec 2017)
- Front Desk** – [Residence by Marriott](#)– Danbury, Connecticut (Jan-Sep 2017)