

26.15M+	500+	101,339	500+
cross-platform impressions for Oberlin	unique pieces published across Oberlin channels	people reached by a single organic post	community interactions managed monthly

PROFILE

Social media strategist with 5+ years leading multi-brand institutional channels, creator teams, and the community conversations that follow a post. I plan campaigns, write and produce the content, and share performance metrics after publish: +35% flagship Instagram growth, +157% short-form video distribution, 10 student creators mentored, and paid social inside a giving campaign that raised \$1.5M. Social Media Marketing certified through eCornell, and ready to bring relational, data-informed leadership to content strategy, community management, and creator partnership roles.

CORE SKILLS

Social media strategy · Content & editorial planning · Community management & moderation · Creator program leadership · Short-form video · Copywriting & editing · Analytics & reporting · Paid social (Meta, LinkedIn) · Sensitive-topic response · Social listening · Brand voice & governance · Cross-functional coordination

EXPERIENCE

Social Media Strategist Feb 2024 – Present
Oberlin College & Conservatory Oberlin, OH

- Lead organic social strategy, content production, and performance reporting across Oberlin's institutional channels on Instagram, Facebook, TikTok, LinkedIn, YouTube, and X, plus Conservatory, art museum, athletics, and student-life partner accounts.
- Led Black Alumni Stories, a 31-profile Black History Month series: researched and wrote every profile, prepared imagery, and published daily on a repeatable visual system. The series drew 471,861 Facebook impressions at 2.18× the median reach of other posts, and its standout profile reached 101,339 people organically with 4,220 reactions and 1,042 shares.
- Grew flagship Instagram from 15,198 to 20,600+ followers while scaling short-form video, making Reels the account's primary reach driver.
- Shaped admitted-student yield social across three consecutive enrollment cycles: campaign planning, multi-channel copywriting, fact-checking, and editorial coordination across campus departments.
- Direct and mentor 10 student content creators through creative briefs, casting, coverage assignments, and editorial review; led the campus rollout of Metricool, including taxonomy, reporting workflow, and partner training.
- Produce paid social in Meta Ads Manager and LinkedIn Campaign Manager for the All In for Oberlin giving campaign, a team effort that raised \$1.5M from 2,825 donors.
- Manage roughly 500+ community interactions a month across comments, messages, and mentions, answering questions, correcting the record, and escalating what needs a second set of eyes.

Social Media Engagement Coordinator Jul 2023 – Jan 2024
Oberlin College & Conservatory Oberlin, OH

- Ran Oberlin's alumni digital community day to day, growing membership 23% and lifting Facebook interactions 16.3% to 21,200.
- Authored the alumni moderation framework and updated community guidelines, giving the team objective approval and decline criteria, a built-in second review, and a clear escalation path for sensitive public conversation.
- Answered 200+ inquiries, comments, and messages a month, connecting people with the right office and flagging what

needed more care.

- Guided approximately 14 campus social partners through a sensitive institutional matter with approved messaging, content review, and escalation guidance.

Account Executive

Jul 2022 – Apr 2023

Radancy

Chicago, IL

- Managed the day-to-day USAA client relationship at a global recruitment marketing agency, covering multi-channel media, employer brand campaigns, and career-site launches.
- Moved \$5.7M in client advertising opportunities through the pipeline and supported \$500K+ in account profitability with disciplined scope and financial tracking.
- Chaired weekly stakeholder meetings and translated enterprise briefs into scoped work for media, creative, and development teams.

Producer, Queer News

Jun 2022 – Apr 2023

E3 Radio

Chicago, IL

- Co-wrote, fact-checked, produced, and edited a weekly LGBTQ+ news podcast on politics, culture, and community.
- Built the editing and mastering workflow for the show, which won the 2023 Ambie for Best DIY Podcast and three 2022 Black Podcasting Awards, including Best LGBTQ Podcast.

Founder & Content Lead

Jul 2020 – Dec 2021

Birden-Mack Creative Studio

Chicago, IL

- Built content systems and audience development workflows for independent founders and community organizations, then trained clients to run the channels themselves.
- Launched a Notion-based resource library and pipeline that engaged 3,000+ members and drove 425 sales.

Office Manager, Multicultural Resource Center

Aug 2019 – Jun 2020

Oberlin College

Oberlin, OH

- Produced the weekly newsletter serving BIPOC, queer, first-generation, and international students.
- Coordinated student programming and resource-sharing across 22 campus partner organizations.

SELECTED CAMPAIGNS & PROJECTS

OCLIPSE · Awareness campaign · 2024 · Live social storytelling for Oberlin College's total solar eclipse celebration, produced with the campus communications team and leading to 105,080 cross-platform impressions.

Explain Your Major to a Five-Year-Old · Social Reel · 2025 · Supported social strategy and on-site production at Oberlin College for a social Reel edited by Oberlin staff, which generated 118,550 views, 312 saves, and 269 shares.

BOXES WILL BE PROVIDED · 2.5-hour documentary · 2020 · Wrote, directed, and produced a documentary on the pandemic's impact on low-income, first-generation college students.

AWARDS & HONORS

- 2023 Ambie, Best DIY Podcast · The Podcast Academy (Queer News, E3 Radio)
- Three 2022 Black Podcasting Awards, including Best LGBTQ Podcast
- Posse Foundation Full-Tuition Leadership Scholar, 2016 – 2020

EDUCATION

Certificate in Social Media Marketing

eCornell, Cornell University · 2025

B.A., Anthropology & Musical Studies

Oberlin College · 2020

TOOLS & PLATFORMS

Platforms & analytics: Metricool, Meltwater, Agorapulse, Buffer, Later, Meta Business Suite & Ads Manager, LinkedIn Campaign Manager, Google Analytics 4

Creative: Photoshop, Premiere Pro, Final Cut Pro, CapCut, Canva, Figma, Logic Pro

Operations & AI: Notion, Slack, Google Workspace, Microsoft 365, Claude, ChatGPT, Make, n8n