



KAITLYNN STONE

www.kaitlynnstone.com



PROFILE

SOCIAL & DIGITAL MEDIA MARKETING MANAGER

Innovative, results-driven digital media marketing professional, passionate about creating compelling, eye-catching creative content that evokes emotion and encourages action. Specializes in campaign development, strategy and management for both B2C and B2B clients across digital channels including social media platforms, e-mail marketing, web, print advertising and more. Experience working with a wide variety of clients in varying industries and verticals, producing successful, data-backed results through visual storytelling and engagement driven strategies. Certified yoga instructor and freelance graphic designer by night.

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CONNECT

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SKILLS & APPLICATIONS

SOCIAL MEDIA MANAGEMENT

Hootsuite, Sprout Social, HeyOrca, Native Social Platforms

CONTENT CREATION

Adobe Creative Suite (Photoshop, InDesign, Rush, Premiere Pro, Lightroom, Acrobat, Spark, After Effects), Canva, Meta Ad Builder, YouTube Video Studio, Mailchimp, iMovie

PROJECT MANAGEMENT

Microsoft Office 365 (Word, Excel, Powerpoint, Teams, Sharepoint), Slack, Asana, Zoom, Notion, Constant Contact, Google Platform (Analytics, Ads, Sheets, Docs)

WEB DEVELOPMENT TOOLS

Wix, Squarespace, Sketch App, InVision, BazaarVoice

AWARDS

2018 COMMUNITY VIDEO OF THE YEAR

The Great American Living Awards

CERTIFICATIONS

HOOTSUITE SOCIAL MEDIA MARKETING

Hootsuite Academy | Certification #11662008

GOOGLE ADS FUNDAMENTALS

Google Ads | Certification #37457970

EXPERIENCE

SOCIAL MEDIA STRATEGY MANAGER

Glen Raven, Sunbrella Fabrics (Remote) | March 2022-May 2023

- Developed and executed paid and organic social media strategy for Sunbrella fabrics across all major social platforms including Meta, Twitter, Pinterest, LinkedIn, YouTube, TikTok, and Snapchat
- Produced monthly content calendars and created all assets including static images, carousel posts, dynamic ads, GIFs, short and long form videos, and social copy
- Collaborated with division managers to showcase market specific content for all Sunbrella fabric applications (outdoor upholstery, indoor upholstery, marine, shade, and products) with key KPI's in mind
- Monitored paid campaigns (awareness, consideration & purchase), analyzed data, and provided insights
- Acted as the "voice" of the brand by taking ownership of social community management which included developing social brand guidelines and best practices, responding to comments and messages, monitoring brand tags and mentions and garnering UGC content
- Produced in-depth social analytic and community management reports to measure and evaluate performance in order to better tailor social content to target audiences
- Spearheaded social strategy for new Sunbrella new product launches (drapery, cleaning supplies, throw blankets, bags and Sunbrella fabric by the yard) while leading consumer sampling program through Bazaarvoice
- Monitored website reviews, developed FAQ automated responses and created ratings & review guidelines

DIGITAL MEDIA MARKETING MANAGER*

Akseizer Design Group (Alexandria, VA) | May 2020-Feb 2022

- Developed and implemented a comprehensive and cohesive cross-channel paid/organic social media strategy across key social platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube and TikTok) while managing budgets
- Wrote social copy, designed scroll-stopping creative assets, and managed content across multiple social channels working collaboratively with clients, colleagues and social media influencers
- Created qualitative and quantitative metric reports to evaluate paid and organic content performance insights, showcase success, and determine opportunities for growth to increase ROI's
- Monitored social activity and owned community engagement strategies for all client social channels
- Designed and built dynamic e-mail marketing campaigns, tracked results and evaluated performance
- Created print and digital ads for major publications while building strong relationships with key media outlets
- Wrote project briefs and proposals, led client campaign kick-off meetings and led creative concept development
- Executed client product photo shoots and managed production from concept creation to execution

DIGITAL MEDIA SPECIALIST

Threshold Media (Remote) | Oct 2019-April 2020

- Created digital strategies and managed content across multiple channels including social media, websites, e-mail, search engine ads, and print material while coordinating client approvals for digital assets
- Provided meaningful monthly/quarterly reporting on key metrics, evaluated performance and offered actionable recommendations across all digital platforms that catered to client goals
- Increased organic social and web traffic and conversations through active performance monitoring
- Wrote copy for e-blasts, social posts, paid ads, and blogs while optimizing messaging through keywords and SEO
- Led on-site photo and video shoots and collaborated with external partners to capture content
- Managed a diverse client portfolio across several industries including food and beverage, retail, medical, etc.

SOCIAL MEDIA MARKETING MANAGER

Ecendant Interactive (Dulles, VA) | July 2017-Sept 2019

- Responsibilities as a social media coordinator have been expanded to include other digital platforms
- Involved in client website design from conceptualization and wireframe creation to implementation
- Assisted in client branding projects for new home communities by collaborating with colleges on brand guidelines, logo designs, and visual asset curation
- Worked closely with digital team to optimize search engine keywords for both web and social platforms
- Grew working knowledge of Google Analytics, SEO and HTML5.

SOCIAL MEDIA COORDINATOR

- Wrote on-brand social media copy and created visual content to engage target audiences and drive conversions for a diverse range of clients in the real estate industry
- Created in-depth and cohesive monthly content calendars tailored to each client, researched trends to stay up to date on what is popular on social platforms
- Developed strategies that align with long-term client marketing efforts and goals
- Evaluated performance analytics and insights to produce monthly and quarterly social media reports, providing recommendations to optimize campaigns
- Assisted in creating new client pitch presentations and assembling RFP's

EDUCATION

CHRISTOPHER NEWPORT UNIVERSITY

BA Degree, Communications Major, Psychology Minor (Newport News, VA)

UNIVERSIDAD VERITAS

Cultural Communications Study Abroad Program (San Jose, Costa Rica)