

DANIELLE KAGAN

• Social Media Maven That Specializes In Organic Social •

ABOUT ME

If content is king, then I am queen of consumer engagement. Connecting brands with their advocates through meaningful joyful experiences is my second nature and passion. Part strategist, part creative, I am a hybrid that keeps my finger on the pulse of culture to optimize trends in real time and drive growth.

EDUCATION

2016 - 2017 • Chicago Portfolio School
Copywriting: spent 15 months developing creative process and portfolio in Ad School

2012 - 2015 • DePaul University
B.A. in Public Relations & Advertising:
Did a semester at The University of Westminster in London, UK

RELEVANT EXPERIENCE

2022 Formally Known As | December

Freelance Social Media Community Manager | Brands M.A.C Cosmetics, Audible

- Assisted in planning monthly content across Instagram & TikTok: sourced UGC
- Acted as the voice of M.A.C on Instagram & TikTok: engaged with influencers
- Used Sprinklr with Audible and acted as the voice of the brand online

2022 Unconquered | Feb - August

Freelance Social Media Manager & Social Strategist | Brands: Unconquered, clean.io

- Developed a robust B2B social plan utilizing Twitter & LinkedIn for clean.io
- Wrote social copy for Unconquered's podcast and thought-leadership pieces
- Devised monthly internal content calendar and used Canva for asset creation
- Boosted monthly traffic to Unconquered's website by implementing Pinterest

2022 SOCIALDEVIANT | Dec - March

Freelance Social Media Manager | Brand: Bumble Bee Seafoods

- Acted as voice of brand, ran community management efforts & risk management: was able to hit the ground running and jump in answering comments day 1
- Leveraged social listening via Meltwater to identify real-time content opportunities & chat inserts, initiated meaningful conversations with niche communities such as ska music fans and the NFT Shredded Apes Gym Club
- Created monthly content calendar, hashtag strategy, wrote copy for all organic posts, used Sprout Social for social media management and reporting
- Built out the monthly social report, determined KPIs and established benchmarks, best practices, informed of competitive insights, and opportunities
- Increased Twitter reach by 1200% MoM in January

SKILLS & PROGRAMS

Social Listening	Data Analysis	Crimson Hexagon	Meltwater	CapCut
Community Management	Storytelling	Brandwatch	Momentfeed	Unmetric
Reporting & Analytics	Copywriting	Sprout Social	Sprinklr	Final Cut Pro
Market Research	Content Strategy	Canva	Later	Adobe Premier

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CONTINUED RELEVANT EXPERIENCE

2021 **Conscious Minds | July - August**

Freelance Strategist | Brand: Jack In The Box

- Led as the social media strategist during the development of the Cluck Chicken Sandwich integrated campaign & informed creative teams of TikTok trends; worked alongside them conceptualizing, reviewing scripts & writing tweets
- Concepted TikToks for mega-influencer King Bach; he chose my ideas to produce & the TikTok was used as the top paid piece gaining over 564k likes/1m views
- Supported the Head of Strategy conducting qualitative data and market research for the Chicken Cluck Sandwich creative brief & worked on a landscape audit that was used to inform 2022's content strategy with best practices + trends

2020 **Seven | June - Dec**

Social Media Strategist | Brands: She Can Campaign, Shades of You Shades of Me, SMARK

- Consulted with small businesses by building out their go-to-market digital and social media strategies, social playbooks, brand guidelines, initial e-commerce
- Conducted virtual social media workshops where I taught social newcomers how to set up accounts and use Instagram, Facebook, Twitter, Pinterest and TikTok
- Ideated with creative team for on-going content creation, wrote copy for posts, used Sprout Social to manage content & community managed across platforms

2020 **Merge | July - January**

2019 **Community Manager | Brand: Marco's Pizza**

- Served as the voice behind Marco's Pizza across all social platforms; identified trends, S&D opportunities, provided POVs to account team & key stakeholders
- Achieved the first surprise & delight, the first culturally relevant tweet that was the highest performing tweet of the year, and the first real-time Twitter insert on a trending hashtag that was the second-highest performing tweet of the year
- Initiated risk management processes and protocols; combed through Google reviews and social for potential crisis/adverse events and escalated them

2019 **The Escape Pod | July - June**

2018 **Community Manager/Social Media Specialist | Brands: Fireball Whisky, Merrick**

- Assisted Senior Content and Engagement Manager with Fireball's community management efforts, crafted original tweets using already existing trends
- Worked alongside creatives in ideating and producing monthly content
- Oversaw and managed Fireball's influencer outreach program & fan's swag shipments; sent S&D packages to Macy Gray, Wayne Coyne, WWE's Lana
- Implemented a Facebook chatbot to combat sweepstakers obtaining free swag: which resulted in a decrease in swag expenses and an increase in UGC
- Provided insights for monthly reports and analytical support, served as social lead during Popular Pays partnership lead creatives through weekly reviews