

# Jessie Raiford

## Social Media Manager

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### Details

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(519) 029-1824

Meridian, ID

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### Profile

Dynamic Social Media Manager with 3 years of experience driving engagement and brand visibility. Proven track record in crafting compelling content and executing data-driven strategies. Adept at analyzing trends and fostering online community growth.

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### Employment History

#### Social Media Specialist at Meta, ID

Mar 2025 - Present

- Spearheaded a cross-functional team to revamp Meta's social media strategy, increasing engagement rates by 27% within six months through innovative content campaigns.
- Analyzed user data to identify trends and optimize posting schedules, resulting in a 32% boost in follower growth across key platforms over the past year.
- Collaborated with product teams to launch interactive AR filters, enhancing user experience and driving a 19% rise in app interactions during promotional periods.
- Developed and implemented targeted ad campaigns that achieved a 22% reduction in cost-per-click while maintaining high conversion rates through precise audience segmentation.
- Trained and mentored junior team members on advanced analytics tools, improving team efficiency by 15% as reflected in campaign turnaround times.

#### Social Media Coordinator at TikTok, ID

Feb 2022 - Feb 2025

- Spearheaded a viral campaign increasing follower engagement by 37% over three months, leveraging trending hashtags and innovative content strategies.
  - Collaborated with cross-functional teams, driving a 28% boost in ad revenue through targeted audience insights and precise demographic analysis.
  - Streamlined content calendar processes, slashing production time by 22%, while maintaining consistent brand messaging across all platforms.
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### Education

#### Bachelor of Arts in Digital Marketing at Boise State University

May 2018 - May 2022

Relevant Coursework: Digital Marketing Strategy, Social Media Management, Content Creation, SEO and Analytics, Consumer Behavior, Brand Management, and E-commerce.