

LAYNI TEABO

Social Media Manager

layni.teabo@gmail.com

(931) 953-6237

Rapid City, SD



PROFILE

Results-driven Social Media Manager with 8 years of experience. Expert in crafting innovative strategies, boosting engagement, and driving brand growth. Adept at analytics and content creation, leading cross-functional teams to exceed objectives and amplify digital presence.

LINKS

[linkedin.com/in/layniteabo](https://www.linkedin.com/in/layniteabo)

SKILLS

Analytics Mastery

Content Strategy

Community Leadership

Brand Voice

Crisis Management

Trend Analysis

Engagement Tactics

LANGUAGES

English

Chinese

HOBBIES

Photography

Blogging

Graphic Design

EMPLOYMENT HISTORY

● Social Media Strategist at Meta, SD

Jun 2025 - Present

- Spearheaded a cross-functional team to develop and launch a viral campaign that increased platform engagement by 28% over six months, resulting in a significant boost in user retention rates.
- Led the strategic overhaul of Meta's content calendar, optimizing posting schedules and formats based on data analytics insights, which improved overall reach and impressions by 34%.
- Directed competitive analysis initiatives to identify emerging trends and opportunities, informing executive decisions that expanded market share by 15% within one fiscal year.

● Social Media Specialist at TikTok, SD

Aug 2023 - May 2025

- Spearheaded a cross-functional team to develop and implement a content strategy that increased user engagement by 37% over six months, driving significant growth in brand visibility.
- Led the optimization of paid advertising campaigns, resulting in a 22% decrease in cost-per-click while boosting conversion rates by 18%, enhancing overall campaign efficiency.
- Directed the launch of an influencer partnership program that expanded brand reach to new demographics, achieving a 45% increase in follower count within four months.
- Analyzed social media trends and competitor activities to inform decision-making processes, contributing to strategic planning sessions that improved market positioning and competitive edge.

● Social Media Coordinator at Twitter, SD

Jul 2017 - Jul 2023

- Spearheaded a cross-functional team to develop and implement a new content strategy, resulting in a 37% increase in user engagement over six months.
- Analyzed social media trends to guide strategic decisions, leading to a 22% growth in follower count by optimizing posting schedules and content types.
- Managed crisis communication efforts during high-profile incidents, reducing potential negative impact and maintaining brand reputation through swift, effective responses.

EDUCATION

Bachelor of Arts in Digital Marketing at South Dakota State University

Nov 2012 - May 2017

Relevant Coursework: Digital Marketing Strategy, Social Media Marketing, Consumer Behavior, Content Creation, SEO and Analytics, Brand Management, and Market Research.