



Nicole Desuasido

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EXPERIENCE

Athleta

April 2017 - Present

Social Media Manager

- Lead execution of seasonal social media campaigns, blog content, and influencer programs
- Oversee day-to-day management of Athleta's social channels on Facebook, Instagram, Twitter, and Blog
- Develop monthly content calendars, define cadence and overall strategy
- Copywriting: write all customer-facing copy for Athleta's social media channels (over 900k+ followers)
- Analyze metrics, compare benchmarks, report follower trends and weekly highlights to Director of Digital
- Assist Senior Manager with digital influencer campaigns and content contributors to maintain brand voice
- Work with Community Manager to filter consistent and elevated content across all social channels
- Collaborate with Designer on creative assets for Athleta's social media, specifically Instagram Stories
- Partner with cross-functional teams to further social media initiatives and align messaging for site & email
- Project Management: organize all social media projects and tasks and streamline internal processes, ensuring the team is staying on track with deliverables and due dates
- Establish brand awareness, increase engagement and connect with Athleta Ambassadors and community
- Create compelling content and balance business needs that helped to increase fan base and inbound traffic (Facebook + Instagram growth +45% YoY)
- Contribute ideas and inspiration from competitors and apply learnings to experiment on Athleta's channels

Stella & Dot

February 2015 - October 2016

Digital Marketing & Social Media Specialist

- Managed social calendars and published content across all platforms
- Content creator: produced all photos, edited and designed marketing promotional assets, videos/GIFs
- Developed and implemented content strategy: built guiding documentation for photo performance optimization, analyzed metrics, compared benchmarks/reported follower trends, conceptualized cross-platform campaigns, and wrote creative briefs
- Instagram: responsible for all feed, follower growth +41%, content calendar, & community engagement
- Blog: project lead, designed and built first version, created content and executed bi-weekly blog posts

Hello Nikki

December 2008 - February 2015

Blogger

- Producer: created and edited all content/photos
- Styled outfits, updated entries, maintained appearance and design of website
- Monitored analytics to drive traffic and strategized promotion through social media marketing

EDUCATION

San Francisco State University

Bachelor of Arts in Communications

• August 2002 - May 2008

SKILLS AND INTERESTS

Skills

MS Outlook, Excel, Word, Powerpoint, Gcal, Docs, Sheets, Slides, Analytics, Wordpress, Squarespace, Adobe Lightroom, Photoshop, Sketch, Keynote, Smartsheets, Asana, Trello, Salesforce, Instagram, Facebook, Snapchat, Pinterest, Twitter, Polyvore, Box, Curalate, and Iconosquare

Interests

Fashion, Travel, Yoga, Wellness, Pilates, Indoor Cycling