

Victoria Garcia

Senior Social Media Manager

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Social Media leader offering over 8 years of experience leading teams of social marketers and content creators across the globe. Develops strategic approaches to digital and social branding, leading scalable and sustainable change to increase audience awareness and engagement. Aligns business strategy with social-first campaigns to drive company-wide goals. Scales social operations, balancing a data-minded approach with an artistic eye. Launches platforms like Instagram and TikTok, with a focus on community building, influencer partnerships, and creative resourcing.

Core Expertise

Global Social Media Marketing & Strategy | Content Strategy | Brand Guidelines | Organic & Paid Social Campaigns | Digital Campaign Budgets | Photography | Videography | Visual Storytelling | Art Direction | Social Perceptiveness | Cultural Awareness | Interpersonal Communication | Team Development | Premiere Pro | After Effects | InDesign | Figma | Canva | Meta Business Suite | Sprout Social | Hootsie | Fluent in Spanish

Professional Experience

Manager, Social Media & Global Video • SALESFORCE

May 2022 - Present

- Restructured & implemented the global social media strategy with an emphasis on short-form video content geared towards Gen-Z resulting in a 560% increase in video views and 140% engagement rate increase year-over-year.
- Lead, coach, and mentor a team of 45+ global content creators to ensure the delivery of social-first, high-quality content that resonates with the target audience leading to 160% increase in engagement.
- Conduct social media analysis and reporting, identifying areas for improvement & opportunities for growth.
- Collaborate with cross-functional domestic and international teams to integrate social media into larger marketing campaigns & initiatives.

Head of Digital Content • INSTITUTE OF BLACK IMAGINATION (Part-Time/Freelance)

May 2021 - Present

- Spearhead the team-wide operational framework, creating a strategic approach for content pillars across digital platforms, and developing the vision for quarterly digital campaigns.
- Manage content designers and production team.
- Implement the content strategy for organic and paid social campaigns leading to 255.2% audience growth over 2 years.
- Launched a second podcast season, new website, and 2 social campaigns that improved engagement by 34%.

Head of Social Media and Content • REBECCA MINKOFF

Nov. 2019 - Aug. 2021

- Conceptualized, produced, & executed all social media content including videos, graphics, & photography.
- Grew the Instagram platform to 920K followers with 22% follower growth year-over-year.
- Implemented the TikTok video strategy resulting in 50% audience growth within 4 months of launch.
- Created effective and compelling organic campaigns with a strong emphasis on storytelling and messaging key products.
- Filmed the first ever television commercial airing on cable and streaming platforms like Apple TV and Amazon Prime Video.

Digital and Content Marketing Manager • LUMINARY

Jan. 2019 - Nov. 2019

- Established a successful content strategy that drove the brand's digital presence across Instagram, LinkedIn, and Facebook, increasing engagement by 45% within 6 months, and increasing followers by 58%.
- Ideated new content and conducted video editing and publishing across all digital media platforms.
- Tracked & maintained monthly social media analytics dashboards and provided key content insights to the CEO.

Analyst, Influencer Media • VAYNERMEDIA

June 2017 - Dec. 2018

- Shaped the influencer strategy by analyzing industry data, markets, and audiences to identify prime targets.
- Managed a \$4M digital campaign budget and contracted over 350+ digital influencers for clients in various industries including beauty, entertainment, and fashion.
- Offered monthly social media learnings and key strategic recommendation reports to clients based on campaign KPIs.
- Executed on-site client activations and influencer content to ensure brand guidelines and goals.

Education

Bachelor of Science in Marketing, Communication Studies • Alfred University