

## Senior Social Media Manager

Results-oriented Senior Social Media Manager with **7 years** of experience developing and executing multi-platform, **award-winning** social media campaigns. As the **line manager** for a dynamic social media team, I have refined my skills in strategic planning, leadership, and multitasking in both agency and in-house environments. I specialise in integrating daily operational tasks with overarching strategic goals, consistently delivering impactful outcomes – increased brand visibility, enhanced engagement, and improved conversions across diverse markets, including **B2B and B2C** sectors. Some notable clients I have worked with include:

Allen & Overy, M&G Investments, First Merchants Bank, AkzoNobel, Embraer, GE Aviation, MAN Truck & Bus UK, Disney, adidas and LEGO

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### WORK EXPERIENCE

#### Senior Social Media Manager

Gravity Global

08/2022 – Present

London, UK

*The world's most awarded complex markets agency*

##### Strategic Global Social Media Leadership:

- Lead and execute holistic organic, paid and earned social media campaigns for diverse client portfolios, consistently surpassing KPIs by an average of **25%**.
- Foster close collaboration with PR, Production, SEO and Brand Marketing teams, resulting in a **30%** increase in overall social media marketing effectiveness.
- Championed advanced social listening tools, achieving an average **20%** increase in audience engagement metrics and a **30%** enhancement in overall online visibility within six months.
- Produce creative, localised social content, boosting engagement rates and follower growth by up to **70%**, positioning clients ahead of competitors and securing new projects with their partners.
- Line manage Gravity Global's **most profitable team**.
- Implement workflow enhancements for client time-savings, improving campaign efficiency by **20%**.

##### Executive Social Media Marketing:

- Manage and write content for the social media profiles of CEOs and MDs from leading global organisations, resulting in **half a million impressions** and **thousands of engagements** per individual (a **1,500%** increase) and a **50%** increase in MQLs.

##### Instrumental in Agency Growth:

- Spearheaded initiatives that expanded the agency's client portfolio and secured additional projects from existing clients.
- Independently developed compelling social media marketing pitches, contributing significantly to **revenue targets**.

##### Strategic Client Partnerships & Celebrity Collaborations:

- Collaborated with the PR team to forge partnerships with influential figures, such as **Megan Rapinoe** and **Billie Jean King**, resulting in a **2,110%** uplift in website traffic and a **500%** increase in MQLs within 3 months.

##### Audience Engagement & Community Management:

- Innovated with emerging social media trends, such as interactive content, boosting audience engagement by **40%**.
- Cultivated engaged communities, on average increasing positive brand sentiment by **150%**, UGC by **50%** and engagement rates by **100%**.

### SKILLS

Social Media Marketing

Social Media Strategy

Creative Campaigns

Social Listening

Social Advertising

Data Analysis & Reporting

Content Creation

Influencer Management

Team Management

Copywriting

Cross-Functional Collaboration

SEO

### EDUCATION

#### Film & Media Studies BA HONS (1<sup>st</sup>)

University of Cape Town (UCT)

2013 - 2017

#### Professional Diploma in UX Design

UX Design Institute (Ireland)

2020 - 2021

### AWARDS & RECOGNITION

#### GOLD SACSC Award for Digital Marketing (2020)

South African Council of Shopping Centres

- Spearheaded digital campaign, *Rainbow Shake Up* for Gateway Theatre of Shopping (Gateway), securing its first SACSC Gold Footprint Award for digital marketing.

#### Silver SACSC Award for Digital Marketing (2020)

South African Council of Shopping Centres

- Led Gateway's inaugural influencer campaign, *Follow Me*, earning a SACSC Silver Footprint Award for digital marketing.

#### Line by Line, Honours Award Nomination (2018)

Rapid Lion – The South African International Film Festival

- Line by Line* is a documentary I directed about gender-based violence at South African universities. It was screened at 3 Film Festivals (2017 Red Bull Amaphiko Film Festival, 2017 Mzansi Women's Film Festival and 2018 Rapid Lion Film festival), broadcast on Cape Town TV, and nominated for an honours award.

## WORK EXPERIENCE CONTINUED

Social Media Manager  
Mammoth, Digital Brand Agency  
04/2021 - 08/2022  
Belfast, UK

### Global Social Media Strategies & ROI Optimisation:

- Spearheaded high-impact national and global social media strategies for diverse clients, contributing to an upswing of up to 50% in brand visibility and engagement.
- Achieved 30% ROI increase by integrating paid and organic cross-channel social strategies.

### Operational Excellence & Resource Optimisation:

- Streamlined workflow and optimised resource allocation through strategic initiatives in automation integration, resulting in a time-savings of 4 days per month.

### Knowledge-Sharing & Professional Development:

- Launched knowledge-sharing initiatives, such as hosting Mammoth's inaugural training webinar.

### Brand Transformation & Content Innovation:

- Revitalised Mammoth's social media identity, achieving a 555% increase in impressions, 467% increase in reach, 35% follower growth, and doubled engagements.

### Data-Driven Decision Making & A/B Testing Mastery:

- Implemented rigorous A/B testing methodologies across channels, markedly enhancing the effectiveness of paid ads and yielding an ROI increase of up to 50%.

Social Media Manager  
Excellerate Brand Management  
07/2018 - 10/2020  
Durban, South Africa

### Industry-Tailored Social Media Strategies:

- Independently developed and executed highly effective social media strategies and digital campaigns for regional and super-regional shopping centres, amassing over 500,000 followers.

### Award-Winning Digital & Influencer Campaigns:

- Spearheaded award-winning digital campaign, *Rainbow Shake Up* for Gateway Theatre of Shopping (Gateway), securing its first SACSC Gold Footprint Award for digital marketing.
- Led Gateway's inaugural influencer campaign, *Follow Me*, earning a SACSC Silver Footprint Award for digital marketing.

### Strategic Social Growth & Audience Engagement:

- Drove follower surges of up to 125% across all platforms.
- Reduced customer support queries by 30% through proactive community management.

### Content Reinvention & Viewership Surge:

- Produced promotional videos resulting in a 930% increase in viewership.
- Created the *Gateway Blog*, driving an 80-90% surge in website traffic upon each posting.
- Developed content guidelines, saving 5 hours per week.

## ACADEMIC ACHIEVEMENTS

Pete Katz Film Scholarship & Departmental Bursary (2016)  
University of Cape Town

- The desirable scholarship recipient was described as someone who "demonstrates a deep awareness of their potential for creating a better world."

### Dean's List Honours (2014, 2015 & 2016)

University of Cape Town

- Recognised for academic excellence by consistently achieving a position on the Dean's List throughout my academic career.

### Golden Key International Honour Society (2014, 2015 & 2016)

University of Cape Town

- Awarded membership for being in the top 15% of UCT's academic achievers.

## CERTIFICATES

Meta Certified Digital Marketing Associate  
Meta  
2022

LinkedIn Marketing Strategy  
LinkedIn  
2022

Social Media Strategy  
Jellyfish Training  
2021

## TOOLS

Brandwatch

Hootsuite

Falcon.io

Canva

Premiere Pro, Final Cut Pro

Talkwalker

Sprout Social

Later

Google Analytics

Falcon.io

Buffer

Asana

Notion

Trello

Microsoft Office

TweetDeck

## INTERESTS

Digital Trends

Film & Television

Reading & Writing

Photography

Sports

Fitness

Fashion & Beauty

References available upon request