Rachel Pietersen

Portfolio

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



rachelsherwen@gmail.com



+44 7572 788130



London, UK



in https://www.linkedin.com/in/rachel-pietersen/

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 Strategy Social Media Marketing Creative Campaigns Social Listening Social Advertising Data Analysis & Reporting **Content Creation** Influencer Management Team Management Copywriting Cross-Functional Collaboration

EDUCATION

Film & Media Studies BA HONS (1st) 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

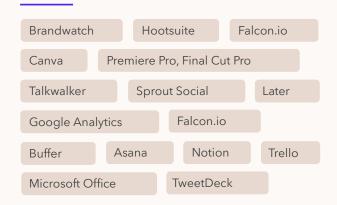
LinkedIn Marketing Strategy

LinkedIn 2022

Social Media Strategy

Jellyfish Training 2021

TOOLS



INTERESTS

Digital Trends		Film & Television
Reading & Writing		Photography
Sports	Fitness	Fashion & Beauty

References available upon request