

# Rachel Pietersen

## Social Media Lead

[Portfolio](#)

Social strategist and team lead with **8+ years' experience** shaping social-first strategies for global brands. I specialise in turning cultural insight, platform behaviour, and audience data into impactful creative direction that builds relevance, engagement, and brand fame. Currently operating at Social Media Lead level, I **define and lead social strategy** from insight to creative direction, overseeing execution to ensure ideas are delivered with strong social craft, platform integrity, and cultural relevance.

I have a track record of award-winning work, commercial impact, and community-led growth across **B2B and B2C brands**. Some that I've worked with include Disney, LEGO, MAC Cosmetics, adidas, AkzoNobel, MAN Truck & Bus UK, Embraer, and M&G Investments.

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## WORK EXPERIENCE

### Social Media Lead (Global)

Gravity Global | 09/2025 - Present | London, UK  
*The world's most awarded complex markets agency*

#### Strategy & Direction

- Act as the strategic bridge between global social vision and regional delivery, embedding social-first thinking across markets.
- Own global social strategy, translating audience insight, platform behaviour, and culture into creative direction.

#### Commercial Impact & Leadership

- Lead social strategy for new business pitches, securing **£30K in monthly retainer** revenue within first month of promotion.
- Continue to lead the **most profitable team** at Gravity Global, fostering strategic thinking alongside executional excellence.

#### Collaboration

- Partner with Creative, Paid Media, Analytics, and Client Services to deliver insight-led, platform-native ideas.

#### Standards & Craft

- Set standards for social craft, brand positioning, and tone of voice globally.

### Senior Social Media Manager

Gravity Global | 08/2022 - 09/2025 | London, UK

#### Strategy & Campaign Leadership

- Orchestrated award-winning campaigns achieving **74M views, 13.2 engagements**, driving large-scale brand visibility and SoV.
- Led integrated organic, paid, and earned campaigns, outperforming KPIs by an average of **30%**.
- Increased overall campaign effectiveness by **30%** through close collaboration with PR, Production, SEO, and Brand teams.
- Drove **+20%** engagement and **+30%** online visibility through advanced social listening and performance optimisation.

#### Creative & Platform Excellence

- Created highly creative, platform-native content driving record engagement and up to **70%** follower growth.

#### Growth, Partnerships & Innovation

- Spearheaded new business pitches and growth initiatives, expanding the agency's client portfolio.
- Delivered high-impact celebrity partnerships (e.g. Megan Rapinoe, Billie Jean King), driving **+2,110%** website traffic and **+500%** lead growth.

#### Leadership & Performance

- Line-managed a high-performing social team and improved profitability by **20%** through workflow optimisation.

## 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

## AWARDS & RECOGNITION

### Sound of Flight - GE Aerospace (2025)

- Ideated and lead Gravity Global's **most awarded social media campaign**, Sound of Flight. It's been honoured at the Global Ace Awards (NYC), the Drum Marketing Awards and the Drum Social Media Awards, the US Elevation Awards, amongst several others, taking gold for 'Best Use of Social Media', 'Best Digital Experience Initiative' and for 'Creative Innovation' - among others.

### 'Rainbow Shake Up' & 'Follow Me' - Gateway (2020) *South African Council of Shopping Centres*

- Spearheaded award-winning social media campaigns, including *Rainbow Shake Up* (securing the centre its **first SACSC Gold Footprint Award for digital marketing**), and *Follow Me*, the centre's inaugural **influencer campaign** that earned a SACSC Silver Footprint Award.

### 'Line by Line', Honours Award Nomination (2018) *Rapid Lion - The South African International Film Festival*

- Directed a documentary about gender-based violence at South African universities. It was screened at 3 film festivals, incl. *RapidLion*, 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

Motorbike riding