

Rachel Pietersen

Global Social Media Lead

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PROFILE

Social Media Lead with **8+ years'** experience defining and delivering global, social-first strategies across **B2B, finance, beauty, fashion, retail and entertainment** brands. I specialise in translating **brand positioning, product stories and cultural insight** into **platform-native content ecosystems** that drive measurable growth, relevance and performance. I lead social strategy end-to-end – from vision and narrative architecture through to paid activation, community engagement and performance optimisation – ensuring content delivers both **creative excellence and commercial impact**.

Brands I've worked with include **M&G Investments, Infosys, Dematic, MidFirst Bank, First Century Bank, MAC Cosmetics, Kryolan, Forever New, Poetry, LEGO, Disney and adidas.**

EDUCATION

Film & Media Studies BA HONS (1st)

University of Cape Town (UCT)
2013 -2017

CERTIFICATIONS

Meta Certified Digital Marketing Associate

Meta
2025

LinkedIn Marketing Strategy

LinkedIn
2025

Social Media Strategy

Jellyfish Training
2021

AWARDS

Sound of Flight

GE Aerospace
2025

Awarded across Global Ace Awards, Drum Marketing Awards and US Elevation Awards, including Gold for Best Use of Social Media and Creative Innovation.

Rainbow Shake Up

Excellerate Brand Management
2020

SACSC Gold Award for digital marketing and influencer strategy.

Follow Me

Excellerate Brand Management
2020

SACSC Silver Award for digital marketing and influencer strategy.

WORK EXPERIENCE

Global Social Media Lead

Gravity Global | London, UK | 2025-2026

The world's most awarded B2B and complex markets agency

Global Strategy & Corporate Narrative Leadership

- Own global paid and organic social strategy across multi-market B2B and consumer clients, defining the role of each platform within an integrated brand-to-demand ecosystem.
- Translate corporate positioning, transformation agendas and product narratives into structured, scalable social-first frameworks.
- Lead annual and campaign-level strategy planning, aligning audience insight, cultural behaviour and performance objectives.
- Define global content architecture, ensuring consistency across regions while enabling local nuance and relevance.

Commercial Growth & Performance

- Oversee multi-market campaigns delivering 50M+ annual impressions across client portfolios.
- Improve click-through performance by up to 30% and reduce cost per engagement by up to 25% through structured experimentation and creative optimisation.
- Contribute to new business wins through social strategy leadership in pitch processes.
- Implement performance reporting models linking social engagement to brand visibility, employer perception and pipeline influence.

Executive Influence & Cultural Impact

- Lead executive visibility strategy for C-suite leaders across finance, AI and industrial sectors, driving engagement uplift of 30-40% and impression growth exceeding 100%.
- Align executive content to commercial milestones, research launches and partnership activity.
- Orchestrate high-profile cultural partnerships with globally recognised figures including Megan Rapinoe and Billie Jean King, integrating advocacy into corporate narrative and generating five-figure engagement volumes.

Leadership & Operational Excellence

- Lead and mentor a most profitable team, embedding structured working models and performance accountability.
- Introduce AI-enabled workflows across content planning, reporting and optimisation to increase efficiency and enhance discoverability.
- Establish governance frameworks across cross-functional teams including Creative, Paid Media, PR and Analytics.

SKILLS

- Global Paid & Organic Social Strategy
- LinkedIn Authority & Executive Thought Leadership
- Corporate Narrative Architecture
- Editorial Governance & Multi-Market Alignment
- Stakeholder Advisory & Cross-Functional Leadership
- Demand Generation & Performance Optimisation
- AI Integration in Strategic Communications
- Creative Campaigns
- Social Listening
- Industry Compliance
- Data Analysis & Reporting
- Content Creation
- Influencer Management
- Copywriting
- SEO
- Paid Campaigns

TOOLS

Brandwatch Hootsuite

Premiere Pro, Final Cut Pro Later

Ads Manager Falcon.io

Google Analytics Buffer

ChatGPT/LLM prompt design

Canva Sprinklr Asana

Sprout Social Notion

UTM tracking Trello

AI Creative Tools

INTERESTS

- Emerging digital trends
- AI in communications
- Travel & global culture
- Photography
- Reading
- Hiking

References available upon request

WORK EXPERIENCE CONT.

Senior Social Media Manager

Gravity Global | London, UK | 2022-2025

Integrated Global Campaign Leadership

- Led award-winning integrated social campaigns generating **74M+ views and 13M+ engagements**.
- Delivered cross-channel organic, paid and earned programmes consistently outperforming KPIs by an average of **30%**.
- Increased organic reach by **800%** through structured content frameworks and audience segmentation.
- Directed multi-market rollouts aligning brand repositioning with social narrative execution.

Demand Generation & Audience Growth

- Designed engagement frameworks contributing to up to **50%** uplift in Marketing Qualified Leads.
- Leveraged advanced social listening and platform trend analysis to drive engagement growth of up to **40%**.
- Improved campaign effectiveness by **30%** through structured test-and-learn cycles and cross-functional optimisation.

Creative Direction & Partnerships

- Developed platform-native creative systems driving up to **70%** follower growth.
- Led high-impact **influencer and celebrity partnerships** driving significant website traffic uplift and measurable lead growth.
- Set **creative standards** across video, reactive content and thought-leadership formats.

Team & Commercial Contribution

- Line-managed and **developed a high-performing team**.
- Improved team profitability by **20%** through operational restructuring and resource optimisation.
- Supported strategic **new business pitches** through social-first positioning and performance frameworks.

Social Media Manager

MAMMOTH | Belfast, UK | 2021-2022

- Led national and international social strategies delivering up to **50%** uplift in visibility and engagement.
- Increased ROI by up to **30%** through paid and organic integration.
- Revitalised agency brand presence, increasing impressions by **555%** and reach by **467%**.
- Implemented **A/B testing** and automation processes improving conversion efficiency and reducing workflow time by **four days per month**.

Social Media Manager

Excellerate Brand Management | Durban, South Africa | 2018-2020

- Developed digital strategies for major **retail and lifestyle** brands, building communities exceeding **500,000 followers**.
- Delivered **award-winning digital and influencer campaigns** (SACSC Gold & Silver Footprint Awards).
- Achieved follower growth of up to **125%** across platforms.
- Reduced customer support queries by **30%** through proactive engagement models.