

CHRISTY WILDE

Miami, Florida | christywilde.com

An energetic, hardworking, former collegiate student-athlete with a passion for connecting people to brands. I thrive as a member of a team, embrace challenges, and quickly adapt to fast-paced environments.

EXPERIENCE

The Wilde Women's Group | Remote Founder | May 2023–Present

- Lead monthly women's group meetings to share experiences personally, professionally, and entrepreneurially
- Coach individuals through challenging life or work situations on an as needed basis
- Facilitate connections as requested with members based on individual needs

SRW Agency | Chicago, IL (Remote) Associate Strategy Director | June 2022–Present

- Develop social media, content, paid media, influencer, email, and blog strategies for better-for-you CPG brands such as Catalina Crunch, and supplements brands such as Himalaya USA.
- Develop brand and messaging strategies for innovative or new products within existing client portfolios
- Completes monthly and quarterly reports for clients to ensure we're leveraging the data to inform our brand strategies and creative concepts
- Regularly identifies opportunities to evolve brand + social media strategies based on data and market research
- Participate in weekly trend meetings to ideate on ways to activate on trending TikTok + Instagram videos for appropriate clients
- Manage direct reports + mentor junior talent in their career growth through regular feedback, weekly 1:1 meetings, and quarterly reviews
- Work alongside VP of Strategy to evaluate department goals, plan external department outings, and share top performing campaigns across the agency
- Participate in bi-weekly Leadership Development Program with senior leaders at SRW to gain feedback and improve leadership skills
- Lead key client meetings and work closely with Account and Project Managers to ensure our work always meets clients goals

LaForce | New York, NY Senior Strategist, Digital + Content | June 2021–June 2022

- Develop social media, content, paid media, and integrated PR strategies for luxury spirits brands such as Cointreau and Moët & Chandon, as well as CPG brands like Pacific Foods
- Oversee the execution of organic and paid content creative briefs, community management efforts, and strategic influencer recommendations
- Manage influencer talent for clients based on annual brand programs and always-on efforts, lead influencer negotiations and budget decisions, and drive influencer content collaboration efforts
- Collaborate with PR, Media, and key IAT partners to ensure all digital plans align strategically with brand and program objectives
- Manage all reporting and social media listening exercises for our clients on a routine monthly, quarterly, and yearly basis ensuring we've accomplished our projected KPIs and established key learnings for continued brand growth
- Mentor junior talent in their career growth and communication efforts through regular feedback, weekly 1:1 meetings, and quarterly lunches
- Regularly contribute to our internal digital communications channel to ensure our team is up to date on relevant trends, creative best practices, and cultural moments
- Manage digital budgets alongside our Digital Director for annual programs, collaborate on SOW documents, and the key decision maker when executing influencer programming across brands

Saatchi & Saatchi Wellness | New York, NY Social Media Strategist | July 2019–June 2021

- Developed social media and content strategies, write creative briefs, oversee briefing process, and manage the execution of social posts for three of the agency's largest clients in the pharmaceutical space
- Coordinated with PR, Media, and Medical Regulatory teams to ensure all content is legally compliant and strategically aligns with brand objectives
- Managed client, departmental, and new business social media listening and analytical tasks using Sprout Social or Pulsar, three of which contributed to revenue driving new business wins
- Created a content strategy for SSW's social media channels, manage the execution of monthly creative briefs and social posts, and oversee community management and reporting efforts
- Provided email newsletters for the agency and our clients to identify social media trends, medical advertising campaigns, + advertising news

TBWA \ Chiat \ Day | New York, NY Community Manager | July 2018–June 2019

- Developed the social media content strategy and other client projects for TD Bank, Hilton, Adidas, and Accenture
- Tracked the progress of client campaigns through gathering analytics and reporting on strategic insights
- Conducted competitive brand research to help form strategic ideas for winning new business pitches
- Created the content strategy, editorial calendar, and best practices for TBWA \ NY social media channels and cultural tools

IVY | New York, NY Social Media Coordinator | October 2017–April 2018

- Executed social media deliverables for sponsors such as smartwater®, Tommy Hilfiger, and Emerge212
- Developed and managed Facebook Advertising campaigns and reported weekly on KPI's using Salesforce and Google Analytics
- Managed all social media channels (Facebook, Instagram, Twitter, LinkedIn) and coordinated media calendar for all departments
- Created unique images with the design team through Photoshop, Adobe Creative Suite, and IVY Media Library

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INTERNSHIPS + CONSULTING

Social Media Consultant + Content Creator | Remote | June 2018–Present

- Lead social media strategies, competitive brand research and strategized content for brands in the Sports, Wine, Hospitality, Religion, and CPG space, as well as for individual creators.
- Monitored each clients Instagram, Facebook, TikTok, Twitter, and Pinterest accounts and maintained consumer engagement as needed
- Manage content calendars for respective social media platforms and publish posts on up to a daily manner
- Create and design brand logos + creative guidelines for a talent management company
- Collaborate with brands to ideate and create social media content through either photography or video shoots. Follow specific prompts or brand brief to ensure content is delivered up to par and optimized for best performance.

Fanology Social | Culver City, CA

Social Media Consultant | January–June 2018

- Lead social media campaigns, competitive brand research and strategized content for new and existing clients
- Monitored each clients Instagram, Facebook, Twitter, and Pinterest accounts and maintained consumer engagement
- Measured campaign results daily and reported any changes to our strategy team
- Executed social strategy for influencer campaign between City National Bank and Broadway actor Taylor Trensch for the Tony Award's in 2018

Social Media Intern | May–August 2016

EDUCATION

Boston University | May 2017

Bachelor of Science, Communications and Public Relations
Division I Varsity Swim & Dive Team

SKILLS

- Social Media Platforms:** Facebook, Instagram, TikTok, YouTube, Twitter, Snapchat, LinkedIn, Pinterest, Reddit
- Programs + Technology:** Microsoft Office, Google Suite, Sprout Social, Adobe Creative Suite, Meta Business Manager, Twitter Advertising, YouTube Certified, TikTok Ads Dashboard, SEO, Netbase, bit.ly, Lnk.bio, Linktr.ee, MailChimp, Wix Website Development
- Language:** conversational Italian