

Timothy Davis
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PROFESSIONAL SUMMARY

Experienced Social Media Marketing Strategist with 8+ years of client-facing expertise in growing audiences, boosting brand awareness, driving ROI, and building strong relationships with influencers and cross-functional teams. A proven track record in developing successful campaigns and maintaining brand standards for world-renowned brands.

PROFESSIONAL EXPERIENCE

Social Media Strategist, *Dragon360*, April '22 - Current - *Creative agency managing global B2B and D2C clients ranging from automotive to fashion clients.*

- Oversee day-to-day activity of client social media strategy, copywriting and assets for accounts with followings of over 25k.
- Develop and execute monthly photoshoots designed to showcase client product offerings in innovative and captivating ways.
- Analyzing user data to uncover insights and opportunities. Report monthly to clients with performance and insights.

Social Media Strategist, *Havas Media Group*, June '22 - December '22 *Global media agency providing services in programmatic buying, mobile, data consulting, performance marketing, out-of-home, geolocal, and social media.*

- Responsible for driving engagement and awareness through various channels, including owned social media platforms, email marketing and other mediums.
- Develop strong social media and email content that prioritizes agency news, awards and employee recognition to ensure maximum visibility on all channels and engage with cross-functional teams to ensure content is reaching its desired audience.

Social Media Strategist, *Annex88*, February '22 - April '22 - *Annex88 is a culturally-representative creative agency that specializes in helping brands and companies become memorable through authentic and meaningful campaigns.*

- Recommend Social Media and Creative Strategy for brands like Keurig, Green Mountain Coffee Roasters and Land O' Lakes.
- Work included building social media playbooks, campaigns to launch brand and influencer partnerships, and culture research using Sprinklr to provide insights that can spark virality and create brand moments.

Social Media Expert, *Liberty Mutual*, June '21 - December '21 - *Liberty Mutual is a global insurance company offering a variety of insurance products to individuals and businesses.*

- Source and organize social media content and copy for Liberty Mutual's employees, ERGs, executives and events.
- Write corresponding copy in brand tone that best matches the voice of Liberty Mutual.

Social Media Nurturer, *Oliver Agency*, New York, NY, April '21 - July '21 - *Oliver Agency is a pioneer in the industry of in-house agencies and ecosystems for global brands.*

- I worked as a social media campaign strategy and brand partnership with the NCAA for Unilever brands with social accounts exceeding 1.5m followers.

Social Media Ambassador, *PepsiCo*, June '19 - April '21 - *PepsiCo is a global leader in the food and beverage industry, offering a variegated product portfolio with an exceptional market presence across 200+ countries and territories.*

- Work on Social Media Strategy, Creative, and Execution for global brands like Pure Leaf, Mountain Dew, and Game Fuel.
- Captured on-the-ground content creation for experiences like the 2019 NBA All-Star Weekend, NASCAR and DEWtour.
- Used social listening tools to create creative opportunities to create viral moments and relevant content formats.

Social Media Strategist, *D'Addario & Co.*, October '18 - March '19 - *D'Addario & Company is an industry-leading manufacturer of premium musical instrument accessories, including strings, drumsticks, drumheads, and more.*

- While with D'Addario & Co. I led both organic and paid social media strategies for percussion brands Promark Drumsticks and Evans Drumheads.
- Working with the marketing team, I was tasked with outlining influencer campaigns and their execution of new product releases. Presented weekly social reports that reflect both paid and organic across all platforms.

Social Media & Creative Strategy, *AMC Networks*, November '17 - October '18 - *AMC Networks is a world-renowned media and entertainment company that boasts a diverse portfolio of premium brands across multiple platforms.*

- Part of the digital marketing team for AMC Networks, I worked on Social Media Creative and Execution for AMC's original shows like Ridley Scott's The Terror, Better Call Saul and Breaking Bad.
- Responsibilities included social media engagement and creating content that amplifies visibility, and fan celebration.

EDUCATION

Bachelor of Arts in Music - SUNY Plattsburgh | '13

TECHNICAL SKILLS

Microsoft Office Suite, Adobe Suite, Google Suite, Canva, Sprinklr, Sprout Social, Hootsuite, Linktree, Listen First, Khoros, Crimson Hexigon, Mail Chimp, and Facebook, Twitter, Instagram, LinkedIn, Reddit Ads, Google Analytics, Google Ads