

ALEAH WILSON

Experienced Social Media and Influencer Marketing Manager with a proven track record of elevating brand visibility and engagement. Adept at crafting and implementing comprehensive social media strategies, driving substantial follower growth, and securing media features in reputable publications. Known for innovative content creation, cross-department collaboration, and successful influencer marketing initiatives, consistently contributing to the overall success and recognition of brands in the dynamic digital landscape.

CONTACT

Mobile:
(630)-864-2587

Email:
Aleah.wilson@yahoo.com

Portfolio:
Aleahwilson.wixsite.com/website

LinkedIn:
Linkedin.com/in/aleah-wilson-b43a26188/

EXPERIENCE

SOCIAL MEDIA MANAGER & INFLUENCER SPECIALIST 2023

Skin Worldwide - New York City

- Managed all social media accounts including Instagram, TikTok, Facebook, and LinkedIn
- Scheduled day to day posts and created content for all social channels
- Developed and established the best-in-class influencer marketing program
- Handled all communication with influencers to ensure satisfaction and commitment to the brand
- Supported and worked closely with design, sales, marketing, and the founder
- Reported and pulled metrics for each channel
- Monitored, researched, and stayed ahead of industry developments, creative trends, and culturally relevant moments to align well with the larger cross-channel marketing
- **Key Achievements:**
 - Created the brands first editorial trailer which made its debut at Harrods in London - July 2023
 - Acquired features at a variety of publications such as Vogue, WWD, and Curateur.
 - Built a brand new social media strategy to optimized performance resulting in a three month growth of 12k followers and a positive increase in KPI's
 - Grew Influencer community from 0-60 influencers in the first 4 months
 - Increased revenue by 53k in 16 days after leading my first influencer marketing campaign
 - maintained long-term relationships with clients and influencers resulting in positive connections and dedication to the brand

HEAD SOCIAL MEDIA & PR MANAGER 2021-2022

I LIKE YOU! - New York City

- Managed all aspects of the brands social media account
- Created exciting PR packages for influencers to maintain satisfaction and brand dedication
- Shot content for all brand events such as NYFW and product launches
- In charge of organization and photography for Merchandise shoots
- Designed graphics
- Assisted on merchandise design
- Rebuilt and redesigned the brand's website
- Worked hands on with multiple venues for event preparation
- **Key Achievements:**
 - Directed content creation by collaborating with models and influencers for photoshoots and events
 - Maintained excellent relationships with influencers on our PR list resulting in positive connections between influencers and the brand
 - Doubled the social media following in 3 months by creating new ways to achieve success
 - Created and designed the brand's first magazine

CREATIVE DIRECTOR 2021

AFTR PRTY - New York City

- In charge of leading a team through the design and publication process of the start-up's first magazine
- Designed pages and layouts
- Organized and assigned pages to team members
- **Key Achievements:**
 - The first to pitch the idea of creating a magazine to the co-founders making me Afterparty's first creative director.
 - Gained management and leadership skills from leading the team

GRAPHIC DESIGN INTERN 2021

The United Nations - New York City

- Redesigned website portals
- Designed graphics for the website
- Created videos and presentations for the Town Hall meetings
- Assisted on placing over 200 employees into new assignments under the HR department

SKILLS

- Social Media Management
- Influencer Marketing
- Media and content strategy
- Content creation
- Product marketing
- Social Media Marketing
- Brand development
- Web design
- Public relations
- Editorial design
- Graphic Design
- Adobe creative cloud
 - Photoshop
 - Lightroom
 - Premier
 - Indesign
 - Illustrator
- Photography
 - Digital
 - Film
- Videography
- Copywriting
- Microsoft office
- Project management
- Event Planning

ACHIEVEMENTS

In April of 2020 created, designed, and self-published a 20 page magazine called "It Is What It Is, It Be What It Be. We Are Generation Z". Sold around 60 print copies and donated all the profits. Began the trademark process for the magazine in 2021 and will soon own the rights.

BUSSINESS MARKETING INTERN 2019

DNVGL - London , Milan, Oslo

- Completed a summer internship working within different departments at three of their larger offices in Europe
- Worked alongside the marketing team for the creation of a new app
- Created media reports on clients
- Assisted the CEO in various meetings

EDUCATION

Colorado State University - Fort Collins, CO.

B.A. in Journalism and media Communications

Minors in both Business Administration and History

Semester at Sea Study Abroad Program 2019

- Traveled to over 11 countries throughout the program as an immersive experience to explore a variety of cultures
- Gained valuable cultural enrichment to further enhance personal education as a global citizen
- Traveled to 39 countries to continue gaining cultural knowledge as of 2023