

<div><h1>ALEAH WILSON</h1></div>	<div>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.</div>
<div><h2>CONTACT</h2><div><div>Mobile:</div><div>(630)-864-2587</div></div><div><div>Email:</div><div>Aleah.wilson@yahoo.com</div></div><div><div>Portfolio:</div><div>Aleahwilson.wixsite.com/website</div></div><div><div>LinkedIn:</div><div>Linkedin.com/in/aleah-wilson-b43a26188/</div></div></div>	<div><h2>EXPERIENCE</h2><div><div><h3>SOCIAL MEDIA MANAGER & INFLUENCER SPECIALIST 2023</h3><div><div><i>Skin Worldwide</i></div><div>- New York City</div></div><div><div><ul style="list-style-type: none">Managed all social media accounts including Instagram, TikTok, Facebook, and LinkedInScheduled day to day posts and created content for all social channelsDeveloped and established the best-in-class influencer marketing programHandled all communication with influencers to ensure satisfaction and commitment to the brandSupported and worked closely with design, sales, marketing, and the founderReported and pulled metrics for each channelMonitored, researched, and stayed ahead of industry developments, creative trends, and culturally relevant moments to align well with the larger cross-channel marketing</div><div><div>Key Achievements:</div><div><ul style="list-style-type: none">Created the brands first editorial trailer which made its debut at Harrods in London - July 2023Acquired 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'sGrew Influencer community from 0-60 influencers in the first 4 monthsIncreased revenue by 53k in 16 days after leading my first influencer marketing campaignmaintained long-term relationships with clients and influencers resulting in positive connections and dedication to the brand</div></div></div></div><div><div><h3>HEAD SOCIAL MEDIA & PR MANAGER 2021-2022</h3><div><div><i>I LIKE YOU!</i></div><div>- New York City</div></div><div><div><ul style="list-style-type: none">Managed all aspects of the brands social media accountCreated exciting PR packages for influencers to maintain satisfaction and brand dedicationShot content for all brand events such as NYFW and product launchesIn charge of organization and photography for Merchandise shootsDesigned graphicsAssisted on merchandise designRebuilt and redesigned the brand's websiteWorked hands on with multiple venues for event preparation</div><div><div>Key Achievements:</div><div><ul style="list-style-type: none">Directed content creation by collaborating with models and influencers for photoshoots and eventsMaintained excellent relationships with influencers on our PR list resulting in positive connections between influencers and the brandDoubled the social media following in 3 months by creating new ways to achieve successCreated and designed the brand's first magazine</div></div></div></div><div><div><h3>CREATIVE DIRECTOR 2021</h3><div><div><i>AFTR PRTY</i></div><div>- New York City</div></div><div><div><ul style="list-style-type: none">In charge of leading a team through the design and publication process of the start-up's first magazineDesigned pages and layoutsOrganized and assigned pages to team members</div><div><div>Key Achievements:</div><div><ul style="list-style-type: none">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</div></div></div></div><div><div><h3>GRAPHIC DESIGN INTERN 2021</h3><div><div><i>The United Nations</i></div><div>- New York City</div></div><div><div><ul style="list-style-type: none">Redesigned website portalsDesigned graphics for the websiteCreated videos and presentations for the Town Hall meetingsAssisted on placing over 200 employees into new assignments under the HR department</div></div></div></div></div></div></div></div>
<div><h2>SKILLS</h2><div><div><ul style="list-style-type: none">Social Media ManagementInfluencer MarketingMedia and content strategyContent creationProduct marketingSocial Media MarketingBrand developmentWeb designPublic relationsEditorial designGraphic DesignAdobe creative cloud<ul style="list-style-type: none">PhotoshopLightroomPremierIndesignIllustratorPhotography<ul style="list-style-type: none">DigitalFilmVideographyCopywritingMicrosoft officeProject managementEvent Planning</div></div></div>	
<div><h2>ACHIEVEMENTS</h2><div><div>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.</div></div></div>	

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