



# GANESSA PICKENS

## Social Media Manager

### Profile

Creative and analytical Social Media Manager with a robust track record of enhancing online presence and driving customer acquisition for businesses, locally and remote. With over 7 years of experience in digital marketing, I specialize in developing strategic campaigns that effectively amplify brand visibility and engagement through targeted digital channels. My expertise encompasses a range of digital marketing tools and platforms, making me adept at creating and optimizing content that resonates with diverse audiences.

### Experience

#### Brand & Social Media Manager

##### Outliers Consulting Solutions | 2022 - Present

- Developed and executed a dynamic marketing strategy that increased brand visibility and consumer engagement across digital and traditional channels, achieving a significant growth in market share.
- Led a team of marketing professionals and external contractors, fostering a collaborative environment that encouraged innovative ideas and strategies.
- Managed a comprehensive marketing budget, optimizing spend across advertising, sponsorships, and promotional materials to maximize ROI.
- Instituted rigorous analytics practices to track campaign performance and inform strategic decisions, resulting in improved lead generation and customer acquisition metrics.

#### Manager

##### Crown Marketing Firm, Charlotte | 2022 - 2023

- Orchestrated marketing campaigns that enhanced brand loyalty and increased community involvement through targeted social media strategies and content marketing.
- Partnered with product and delivery teams to ensure seamless integration of marketing efforts with business objectives, enhancing overall brand coherence and customer satisfaction.
- Leveraged cutting-edge digital tools and platforms to develop and implement marketing strategies that drove traffic and engagement, establishing the brand as a leader in its sector.

#### Sales & Training Lead

##### DMC Atlanta, Atlanta | 2015 - 2022

- Drove brand strategy and market penetration for various clients by developing tailored marketing solutions that addressed unique market needs and opportunities.
- Enhanced client relations and achieved notable increases in profitability through strategic negotiations and effective project management.
- Recognized for exceptional leadership in coordinating cross-functional teams and delivering projects that consistently met and exceeded expectations.

 951-833-3170

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 Little Elm, TX

 Portfolio upon request

### Education

Bachelor of Science

Marketing

Grand Canyon University

### Skills

- Digital Marketing Strategy
- Data Analysis & Insights
- Content Creation & Curation
- SEO & SEM Techniques
- Social Media Management
- Brand Development & Management
- Collaborative Leadership

### Platform

- Facebook
- Instagram
- Twitter
- LinkedIn
- TikTok
- YouTube

### Programs

- Adobe Suite (Photoshop/Illustrator/Acrobat)
- Hootsuite/Later
- Google Analytics & Ads
- MailChimp or HubSpot
- WordPress
- Salesforce
- Facebook Ads Manager
- Canva
- Microsoft Office