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| KAYLA BELCHER  559.786.6381  kaylasheab@gmail.com  linkedin.com/in/kayla-belcher/  **EDUCATION & PROFESSIONAL ORGS**  CALIFORNIA STATE UNIVERSITY, FRESNO  Bachelor of Science,Agriculture Communications  WINE & SPIRIT  EDUCATION TRUST  Level 2 Wines Certified  FUTURE FARMERS OF AMERICA ORG  American Degree Recipient  AGRICULTURE FUTURE  OF AMERICA ORG  Leaders Conference Delegate  **TECHNICAL SKILLS & PROFICIENCIES**  Facebook Ads Manager  Meta Business Suite  Facebook Business Manager  Google Ads Manager  Google Analytics  Hootsuite  Sprout Social- Certified  Mailchimp  Constant Contact  Cision  Cision NextGen  Canva  CapCut  Adobe Creative Suite  WordPress  Microsoft Office Suite  Google Workspace  HTML & CSS  Salesforce  SEO/SEM Optimization  DTC, B2B, QSR Marketing  Ads for Alcohol on FB Certified | |  | | --- | | **SOCIAL MEDIA MARKETING EXPERIENCE**  MERLOT MARKETING April 2021 - Present  *Social Media Marketing Manager (April 2023-Present)*   * Leads multi-disciplinary team to create and manage social media calendars from initial ideation to creative brief to daily execution and maintenance, in alignment with brand voice, style, and current platform trends. * Works directly with clients to manage paid social media acquisition; managing an annual budget of $100K+. * Leads key input in the development of clients annual budget and brand plans. * Creates and edits dynamic short-form video content, optimized for performance on TikTok and Instagram Reels. * Monitors organic & paid ad performance and worked with creative team to meet KPIs. * Designs, develops, and launches full organic and paid social media strategy on all social channels for brands new to the American market, resolving key miscommunications and ensuring relevance and resonance to target audiences. * Leads all influencer and brand ambassador communications from contract negotiation to activation. * Identifies and vets new influencer opportunities in alignment with brand awareness KPI’s and target audiences. * Leads analysis of social media reporting on key metrics and KPI’s and presents to clients to guide holistic brand strategy.   *Social Media Specialist (April 2021-March 2023)*   * Designed and executed platform-specific strategies for multiple clients, resulting in a 420% and 409% net increase of followers on client Instagram accounts. * Executed the creation of both paid and organic social media content and strategy for clients, growing the cross-platform audience size by 65% during tenure. * Assisted in new product launches: product description/naming, content creation and rollout, paid and organic marketing strategy, b2b communication collateral, and email marketing.   BENCHMARK WINE GROUP September 2019 - April 2021  *Marketing Coordinator*   * Developed social media strategy and managed content/copy creation and execution * Managed community and daily engagements on Facebook, Instagram, Twitter, and LinkedIn. * Managed DTC email campaigns, digital sales, and paid social media advertising campaigns. * Created & prepared photo and video content, graphics, and digital marketing materials. * Maintained & refreshed front-end website design utilizing HTML/CSS code. * Managed & produced all blog content and copy on a weekly basis. * Designed & dispatched product catalogs, print ads for paid placements and mass mailing campaigns.   BODEGAS EXCELENCIA– RONDA, SPAINJune 2019 - August 2019  *Global Wine Marketing Field Study*   * Investigated winery operations to develop global marketing strategy recommendations. * Developed new, innovative marketing strategies to increase sales in the US/Spanish markets. * Curated marketing plans, brand strategy, and business solutions to enhance the marketing efforts of local bodegas.   RPM PUBLIC RELATIONSJanuary 2019 - May 2019  *Social Media Intern*   * Experiences in media relations/database management in both traditional & digital outlets. * Worked within media organization, planning, and PR throughout California markets. * Produced client research, social media copy/content, strategy, and analytics analysis. | |