

Taneshia Pierre

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Focused professional with solid record of driving increased brand visibility, customer acquisition, and revenue growth in competitive local and national markets through engaging copy and creative strategies. Adept in branding communications, content creation, social media marketing, and digital marketing. Ability to steer research and analysis to identify market gaps and differentiators to ensure effective positioning and messaging.

Areas of Expertise

- Social Media Marketing
- Content & Design
- Customer Relations
- Audience Engagement
- Digital Marketing
- Market Research
- Digital Campaigns
- Branding Communications
- Social Media Strategy
- Revenue Generation
- CRM Techniques
- Leadership & Training

Career Experience

Digital Communication Specialist, Grifols, FL, US

Nov 2021 – Feb 2023

Developed a growth strategy focused both on financial gain and customer satisfaction. Enhanced internal productivity by introducing effective programs and effectuating a positive work environment. Conducted effective market research to find opportunities to expand audience base and boost profitability. Spearheaded content creation, branding, and digital marketing experiences to enhance reviews and increase user engagement. Guided and mentored copywriters and designers to ensure highest quality output. Liaised with cross-functional teams and provided creative direction. Updated templates, username, and content on social media to increase brand visibility. Wrote well-crafted copies for multiple platforms including landing pages, social media campaigns, email marketing, and ad placements. Track performance and strategize improvement plans. Used TalkWalker a tool similar to Sprinklr for social listening, sentiment, and to track performance.

- **Orchestrated Plasma 101**, the first annual social media giveaway that increased followers by 100% and engagement rate by 98.7%.
- **Raised over \$2K** from a contest conducted on social platform - Show Us How You Zebra contest.
- **Established an auditing system** to effectively operate 300+ social media and digital platforms.
- **Increased Instagram followers** from over 1.5K to 10.4K within 2 years.

Social Media Manager, BPC Plasma, Inc., FL, US

Sep 2018 – Nov 2021

Oversaw all social media operations including daily posts, stories, Facebook ads, campaigns, audience engagement, influencer marketing initiatives, partnerships, and more. Supported donor service representatives through digital customer care while promoting efficiency and growth. Communicated with followers, addressed all queries promptly, and monitored customer reviews. Performed research on current benchmark trends and audience preferences. Designed and implemented social media strategy to align with business goals. Collaborated

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with other teams such as marketing, sales, and customer service to ensure brand consistency. Coordinated with industry leaders and maintained strong partnerships.

- **Led complete CRM initiatives** and boosted customer satisfaction by catering to over 500 people online.
- **Boosted digital customer service** for 30+ media pages through a seamless communication system.
- **Bolstered client communications and brand reputation** management efforts through social media marketing and engaging digital campaigns.

Social Media Manager, Bestlittlebaby.com., FL, US

May 2016 – April 2020

Responsible for creating and implementing their social media strategy in order to increase online presence and improve marketing and sales efforts. Managed all social media accounts, engaged with audience, and tracked social media analytics to improve campaigns.

- **Increased** brand awareness, customer engagement, and sales and revenue by 46%.
- **Created and organized** monthly calendars, while scheduling and solidify post approval process.

Social Media Manager, Florida Atlantic University Campus Recreation and Fitness Center, US **May 2015 – May 2016**

Designed and implemented comprehensive social media marketing strategies to create awareness of the facility. Supervised a team of 20 volunteers and provided guidance and feedback on marketing initiatives. Produced ideas for marketing events, executed campaigns for promotions, and increased audience engagement through correct messaging. Conducted excellent market research to understand market trends, audience needs, and competition. Managed budget, monitored metrics, and performed competitive analysis.

- **Fostered facility growth** through unique business acumen, social media insights, and creative approach.
- **Excelled at** achieving over 500 followers within a year.
- **Drove digital growth** by expanding in-house functional expertise around content and technology, customer acquisition, marketing collaterals, and partnerships.

Education

Bachelor of Arts (BA) in Communication and Media Studies

Florida Atlantic University, FL, US

Licenses & Certifications

Nano Tips to Use and Improve SEO with Sam Dey - LinkedIn

Google Business Profile: Marketing Strategy - LinkedIn

Advanced Content Marketing - LinkedIn

B2B Marketing Foundations - LinkedIn