

Vanessa Moore

Senior Social Media Manager

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Professional Summary

Senior Social Media Manager with 9+ years of experience leading digital storytelling, managing social strategy for global brands, and driving audience growth through innovative campaigns. Proven success scaling teams and executing viral content initiatives.

Skills

Social Media Strategy, Team Leadership, Global Brand Management, Cross-Platform Campaigns, Influencer Strategy, Trend Forecasting, Crisis Management, ROI Analysis, Creative Direction

Experience

Senior Social Media Manager - BrandVerse Global (2018 - Present)

- Directed social strategy for brand accounts with over 10M followers combined.
- Led global campaign launches for new product lines across 5 regions.
- Built and managed a team of 6 social media specialists.

Social Media Lead - BoldClick Media (2014 - 2018)

- Created viral video content series that boosted engagement 3x.
- Established crisis communication protocols for social platforms.

Education

M.A. in Strategic Communication, Columbia University, 2013