

Georgia Jackson-Virk
Email: georgiajv@hotmail.co.uk | Mobile: 07359260342

I am a seasoned community and social strategist with 8+ years of enterprise experience. I believe in digital communication, brand relationship building, organic influence and reach, and metrics-driven strategies. I have a thorough understanding of social networks, technology, and trends, and am confident, creative, and effective in leading community managers, moderators, content creators, customer support, social media specialists, engagement strategists and social strategist. I am up-to-date with the latest trends and innovations in social media across various platforms and have a data-driven mindset, leveraging analytics and insights to optimise social media performance

Specialities: Social customer relationship management, Brand Engagement, Community management, Community engagement, Community strategy, Content creation, Content moderation, Content curation, Team leadership, UGC B2B and engagement, Influencer management, analytics and data

Work Experience:

Freelance Cult LDN- Sally Hansen-Senior Social Strategist Nov 2023-Present

- Lead on community growth by introducing dynamic and interactive initiatives that resonated with brand enthusiasts.
- Lead the creation and management of the Sally Squad ambassador program, fostering a community of dedicated brand advocates and developed comprehensive training materials for ambassadors, ensuring consistent brand representation and message alignment.
- Regularly reported to stakeholders on the performance and growth of the Sally Squad program, providing valuable insights and key performance indicators.
- Utilised data-driven approaches to track, measure, and report on key social metrics, ensuring continuous improvement
- Lead the execution of social media management and community engagement across key accounts, working closely with creative, strategy, client partner and production colleagues to drive success and growth
- Monitor and report on the success of social media & community initiatives, highlighting successes alongside areas for optimisation with actionable steps to address them
- Attuned radar for relevant social media developments, trends and innovations, confidently sharing these alongside insightful perspectives with internal teams and clients
- End-to-end planning and logistics across social media brand pages & community initiatives, ensuring their smooth running, maintenance and continual optimisation
- Supporting the delivery of growth of brands' social media channels and communities, driving uplifts in content reach and engagement rates, and helping to demonstrate the role of social media in driving commercial results for our clients' businesses.

Freelance Gravity Road Agency: Footlocker, TikTok - Content Manager Sep 2023-Nov

- Manage the launch of FootLockers collaboration with Nikes 25th year TN
- Manage TikTok's creator awards for #CleanTok by TikTok
- Cultivate and expand relationships with key stakeholders and clients, nurturing existing strong partnerships.
- Establish and maintain relationships with influential figures in the social media sphere to enhance brand visibility.
- Implement robust tracking and measurement of campaign performance and budgets while engaging with key affiliates and content creators through personalised outreach.
- Supervise the production of campaigns for social media and influencer marketing channels, ensuring quality and alignment with brand goals and keeping on budget.
- Contribute to the planning and execution of impactful product launches to maximise exposure.
- Develop and nurture relationships with clients, content creators, and agents.
- Drive results for clients based on their specific KPIs and goals, ensuring successful outcomes.
- Generate reports for clients to showcase the results achieved through our collaboration.
- Monitor emerging trends, while planning and booking influencers and content creators for client campaigns.
- Stay informed about industry trends, competitor activity, and emerging opportunities, bringing a commercially astute perspective to partnership strategies.

Freelance Harrods-Social Media Executive Aug 2023-Oct 2023

- Manage the Community through Sprinklr in developing and implementing community engagement strategies across all platforms: Harrods, Harrods Food, Harrods Beauty and Harrods Man
- As a Social Media Executive at Harrods, I coordinated daily operations for the company's social media presence.
- Executives to plan and maintain regular publishing across multiple platforms
- Manage daily publishing, operational tasks, and audits.

- Lead on creativity and inspiration to the team, staying up-to-date with viral trends and competitor best-in-class examples across various industries such as fashion, home/lifestyle, food, and beauty.
- Work with the team and internal stakeholders to plan activity at channel and account level, ensuring this aligns and is up to date in the customer calendar.
- Using data and analytics from Sprinklr and Google Analytics to create reports and make content
- Weekly and Monthly reports focusing on customer insights and behaviour

RedPill-Sandals Resort Senior Social Media Manager Jun 2022-Jul 2023

- Growing Sandals Resorts to 200,000 followers and Beaches Resorts to 100,000 in a year on TikTok
- Responsibility for the smooth operation of a key client account and their respective social channels
- Reporting directly to Stakeholders with weekly and monthly and quarterly reports
- Scheduling and posting organic content across all social media platforms (specifically TikTok)
- Using social tools to assess and measure social performance, building reports including analysis
- Insightful monthly reporting of key metrics across platforms, driving engagement and measured return
- Lead project planning to develop proactive and responsive strategic social proposals
- Creative input on social/content plans including idea generation
- Lead on crisis management working closely with the PR and Legal team
- Development and execution of a clear brand TOV and content strategy
- Working alongside the Talent Division and Content Creators to help produce engaging, trend-worthy content
- Articulate write conceptual and strategic briefs to inspire creators
- Led the team and collaborated with clients to develop and execute comprehensive social media strategies.
- Utilised data-driven insights to inform strategy, balancing data and intuition for optimal results.
- Conducted competitor analysis to identify opportunities and drive continuous improvement.
- Developed and implemented content calendar planning, ensuring forward planning and maintaining upcoming calendars.

Freelance Sommet Education: Les Roches Social and Community Manager Mar 2022-Jun 2022

- Managed the social content calendar across all brands, overseeing, planning and scheduling all the content
- Using Falcon for community management and social listening
- Leading insights and monitoring projects, ensuring insights are integrated with creative and strategy development
- Worked with global stakeholders and help produce aspirational content that resonates with their audience.
- Deliver daily listening reports, briefs for the creative team, and regular performance analysis and recommendations.
- Involved in campaigns, crisis management, brainstorming sessions, insights, strategy planning, regular meetings with global stakeholders, improving editorial content and the existing editorial line.
- Collaborating with teams in China, Singapore, Paris, Switzerland and India
- Head of UGC and strategy

Freelance Otrium: Social Media Manager Nov 2021-Jan 2022

- Creating the BlackFriday Influencer strategy and reports-with a reach of 321,153 organic interactions
- Develop a content plan across social platforms Instagram Facebook and LinkedIn
- Building influencer relationships; establish a genuine connection with influencers of all levels to promote trust
- Negotiating influencer fees with micro-celeb influencers and managing influencer fee budgets
- Head of the community management strategy, engaging with the online community and respond to all comments
- Analyse web traffic and relevant community metrics with monthly reporting
- Working closely with external agencies to create social campaigns: Black Friday, TikTok, Christmas and New Years
- Define strategy and action plan to maximise follower acquisition, customer engagement, and revenue
- Working across Geo Locations such as UK, US, Germany Amsterdam and France
- Working closely with all clients for brands such as Calvin Klein, Tommy Hilfiger, Adidas, Reiss and many more
- Managed influencer programs, cultivating strong relationships with key creators and leveraging their influence to drive brand engagement.

Freelance FutureLearn: Common LDN Agency- Community & Influencer Manager Aug 2020- Dec 2021

- Created a database of super fan customers over top 1,000 customers
- Increased engagement from 2% to 33%
- Created the Community Manager and crisis management strategy
- Used listening tools such as Sprinklr, Sprout and Hootsuite to create weekly and monthly reporting
- Manage the data-driven growth experiment framework, track, measure and analyse all initiatives and report on effectiveness continuously optimising channel performance through the test and learn activities.
- Recruiting micro to macro-influencers, managing influencer campaigns from start to finish, on TikTok and Instagram.
- Tracking and reporting on each influencer campaign. Reaching over 3 million views on TikTok
- Tracked over 500 hashtags each day through social listening tools

- Head of the User Generated Content
- Developed a process for social media crisis management and escalation procedure and put into use
- Created all the FAQ's and a Community Manager 'Bible'
- Completed a Community brand audit across their social platforms and online
- Support the brand to create attention-grabbing PR and social moments through smart responding tactic
- Working closely with Customer Relationship experts to support new customer acquisition goals for all channels.

Freelance Volvo: Mediablaze Agency- Community Manager Jul 2021-Nov 2021

- The voice of Volvo UK's social channels
- Daily monitoring, responding and reporting of online conversations relating to the campaigns and organic posts
- Identify potential social media influencers and advocates
- Campaign reporting against objectives and KPIs
- Supporting the team with ongoing reporting of social media engagement and reach
- Lead on crisis management
- Lead on proactive community management and outreach – monitoring hashtags and mentions and engaging with potential followers

Freelance Wimbledon: Wasserman Agency-Virtual Content & Community Manager Jun-Jul 2021

- Managing the CMS live during all the Wimbledon matches by analysing issues and address solutions on the CMS
- Helped make the platform as interactive as possible by engaging with the community, and creating interactive content
- Being the voice of the 'Virtual Hill' at Wimbledon.
- Evaluating the goggle analytics, monitoring, tracking, and report on feedback.
- Creating content, commentary, and imagery in Adobe Photoshop.
- Created all assets when the games were live from quizzes, to general facts, encouraging them to tweet their avatars with over 150 avatar tweets a day

Freelance Mars Incorporate, Natusan: Social Media and Influencer Manager Nov 2019-Jul 2020

- Day-to-day Influencer Relations Initiating relationships and informing Influencers about Natusan
- Managed a £20,000 per a month budget for paid adverts and influencer collaborations
- Created all the assets used across organic social and paid advertising
- Used Klaviyo to create weekly newsletter sent out to the customer and partners as well as internal stakeholders
- Working closely with the customer service team to help support the customers
- Social channels; Facebook, Instagram, Pinterest, Youtube, LinkedIn, and Twitter
- Using social listening tools such as Hootsuite, Tweetdeck and Google Analytics and using this data to implement a growth strategy

Dai Tien: Digital Marketing Analyst/ Social Media and Marketing Manager Jan 2019 - Oct 2019

- Manage all marketing, including the marketing calendar, budget, advertising and seasonal photoshoots.
- Work with freelance photographers
- Manage all organic social media, Facebook, Instagram, Twitter & LinkedIn.
- Assist the E-Commerce team with content copywriting and planning, in-line with the marketing calendar
- Create monthly reports of social media influencer and press results

Plumo: Social Media and Administration Assistant Nov 2017 - Aug 2018

- Managed the social media accounts across Instagram and Pinterest
- Photographed and photoshopped items for the website and social media in the office studio
- Work with the team in customer team to help customers purchased, what to buy any inquires they have about the products
- Worked as the runner for the founder: inbound calls, emailing clients, liaising with models and finalising photoshoots
- Assisted on the Autumn 2018 collection, I was the first point of contact of communication with over 50 brands that we worked with, some including Doc Martens, Ganni and Thanny.

Fannie Schiavoni: PR/ Social Media Assistant & Production of Press Samples May 2017 – Oct 2017.

- Created outfits for the red carpet, music videos and live events
- Manage and hire new interns
- Photographed and edited content for Social Media
- Helped assisted the PR Manager in leasing between magazines and stylist