

JAYYIAH COLES

CONTACT

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SKILLS

- Strategic Planning
- Marketing and Advertising Strategies
- Social Media Trend Analysis & Forecasting
- Brand Personality Development
- Digital Content Development
- Articulate Communications
- Marketing Analytics
- Copywriting
- Email Marketing

Seasoned Social Media Strategist with 5 years of extensive experience in owning, directing, and achieving outstanding results in social media management for major agency clients. Practiced in conceptualizing marketing campaigns, creating social playbooks, designing unique content, and writing engaging and compelling social messaging. Recognized for digital storytelling and for driving and setting industry benchmarks for brands.

WORK HISTORY

June 2024 - Current

Social Media Manager *Movement Strategy*, New York, New York (Remote)

- **Executed multi-channel social media strategies** for @Amazon and @LooneyTunes, driving a measurable increase in engagement, brand visibility, and cross-platform follower growth by aligning content with consumer trends and business objectives.
- **Led end-to-end content calendar management** for both brands, ensuring timely, data-backed content releases that align with product launches, promotions, and global marketing campaigns to maximize reach and engagement.
- **Managed high-level publishing and product link accuracy** for @Amazon's social presence, optimizing content delivery to ensure seamless integration with eCommerce objectives, driving traffic, and maintaining up-to-date product information across all social channels.
- **Implemented advanced social listening techniques** to monitor brand sentiment, track emerging trends, and engage in real-time, using insights to inform content creation and direct response strategies for both @Amazon and @LooneyTunes.

November 2021 - Current

Senior Social Media Strategist *Jay Suites*

- Pioneered, executed, and supervised intricate content strategies, effectively nurturing brand identity through sustained long-term campaigns and dynamic short-term initiatives.
- Engineered a precision-focused content blueprint, strategically positioning the organization as the definitive leader in New York City's office space and meeting room sector.
- Orchestrated the creation and enforcement of uniform social media management protocols, policies, and guidelines, ensuring seamless cohesion and consistency across diverse social platforms.
- Strategically set objectives to optimize customer retention, boost brand prominence, and drive exponential traffic across all social media channels.

March 2023 - April 2024

Media Manager *WhenLoveWorks Dynamically*

- Formulated robust media strategies precisely tailored to marketing objectives and target demographics.
- Directed impactful media campaigns, yielding a notable 30% surge in brand recognition and a 20% enhancement in customer engagement.
- Utilized data-driven insights to fine-tune media strategies, achieving a significant 15% uptick in conversion rates.
- Fostered seamless collaboration with cross-functional teams, ensuring alignment of media initiatives with overarching business goals, thereby reinforcing a unified brand message.

August 2022 - August 2023

Social Media Strategist *ICUC.Social (Dentsu)*

- Devised and executed cutting-edge social brand and content strategies that seamlessly aligned with major healthcare client's overall marketing objectives
- Formulated and executed a comprehensive growth strategy for social media platforms, particularly Facebook and Instagram, encompassing both short-term and long-term goals
- Streamlined the end-to-end process for ideation, creation, editing, approval, and launch of social media content, ensuring a seamless workflow
- Prepared detailed social media analytic reports, utilizing advanced tools and techniques, to provide comprehensive insights on key performance metrics, audience engagement, and campaign effectiveness, facilitating data-driven decision making and optimizing social media strategies.

February 2022 - July 2022

Social Media Manager *QuallsBenson Advertising*

- Collaborated closely with the marketing team, ranging from the director of visual media to the creative team, to curate captivating content for all social channels, effectively promoting and advertising real estate developments
- Developed, wrote, scheduled, and coordinated compelling social media content that aligned with the brand and delivered tangible results across various platforms, including Instagram, Facebook, TikTok, and Twitter
- Established social marketing goals and diligently monitored analytics to measure progress and continuously optimize the social media strategy
- Proactively tracked social trends and meticulously monitored successful competitor social media campaigns, providing regular reports and insights to inform future strategies.

EDUCATION

Bachelor of Science Communications-Media Studies
CUNY College of Staten Island, Staten Island, NY