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Serving Careers Campaign

Workforce Recovery Initiative | Social Strategy · Paid Media · Community Engagement

Hospitality with Heart

As Lead Social Strategist at JB Media, I spearheaded social media execution for the Serving Careers campaign, a statewide workforce recovery initiative to revitalize North Carolina's hospitality industry post-COVID. In partnership with the North Carolina Restaurant and Lodging Association (NCRLA), our multi-agency team launched a \$5 million omnichannel campaign funded by the American Recovery Relief Fund. The goal: to humanize hospitality careers, drive job applications, and support business owners across the state.

My Role: Strategy in Motion

- Directed paid and organic social media efforts across Facebook, Instagram, TikTok, and Reddit
- Published over 500 promotional posts and managed nine paid campaigns targeting job seekers and industry professionals
- Led community management and engagement within private Facebook groups and Reddit threads
- Collaborated with designers, copywriters, and media buyers to ensure cohesive messaging and visual storytelling
- Delivered detailed performance reports and insights to optimize campaign reach and ROI



Elevating Voices, Driving Opportunity

The campaign centered on authentic, localized storytelling, featuring real hospitality workers and business owners across North Carolina. Our messaging emphasized career growth, skill-building, and the resilience of the hospitality sector. Social content aimed to dispel stereotypes, showcase diverse career paths, and connect job seekers with training and certification opportunities via a dedicated website powered by Indeed.

Beyond digital, the campaign extended to billboards, bus ads, radio, streaming TV, and in-person events at job fairs and community gatherings. My role ensured that social media remained a dynamic, responsive channel for engagement and amplification.



Results: Driving Applications, Shifting Perceptions

The Serving Careers campaign celebrated North Carolina's flavors—from the sea to the mountains—while spotlighting the vital role of hospitality professionals across the state. Through a coordinated, multi-agency effort, we brought together strategic messaging, paid media, and employer resources to elevate the industry and inspire job seekers.

Key contributions included:

- Managing paid media campaigns that drove thousands of application starts statewide
- Delivering high-impact impressions and social engagement across platforms
- Equipping employers with actionable content to support hiring and retention
- Reshaping public perception of hospitality careers through inclusive, aspirational storytelling

Impact: Rebuilding with Purpose

The Serving Careers campaign helped restore momentum to North Carolina's hospitality workforce by meeting people where they are—online, in their communities, and through the voices of their peers. As Lead Social Strategist, I helped shape a campaign that was not only performance-driven but deeply human, rooted in connection, opportunity, and statewide collaboration.
