

Natajsia Garcia

natajsia.dgarcia@gmail.com | www.linkedin.com/in/natajsia-garcia

Experience

ServiceMaster Brands / Social Media Specialist

Lansing, MI

Oct. 2024 - Present

- Developed comprehensive social media strategies aligning with marketing goals leveraging analytics to optimize performance
- Managed corporate social media accounts for global brands like TWO MEN AND A TRUCK and others
- Optimized social channels for brand reach, responded to messages and comments promptly, and collaborated with executives to expand brand identities

RisexDigital / Social Media Manager

Remote

Oct. 2023 - Oct. 2024

- Established relationships with influencers and influencer management agencies to identify talent boosting brand presence within the Big Ten fanbase
- Developed 3 new content streams contributing to a 20% increase in brand visibility and follower base across platforms
- Collaborated with the cross-functional partners to ensure cohesive execution of brand initiatives across all social channels



TikTok / Global Business Solutions Associate

Remote

May 2022 - Aug. 2022

- Partnered with content creators to produce high-quality content reaching 5M+ views
- Managed monthly and launch-based analytics decks, analyzing social platform performance and collaborating with the influencer team to optimize content strategies
- Worked with cross-functional teams to align on campaign strategies directly contributing to a 10% revenue increase
- Tracked trends, analytics, and ad campaign revenue for large-scale clients such as McDonald's, Domino's, and Little Caesar's



Yelp / Associate Marketing Manager

Detroit, MI

Jan. 2023 - Dec. 2023

- Collaborated with the Director of Content to launch new content across social platforms, resulting in a 10% increase in community engagement
- Produced paid social assets, driving a 5% increase in ROI and conversions across major campaigns
- Implemented new marketing ideas boosting brand visibility by 4% and event participation by 7%
- Created graphic designs, engaging Meta reels, and in-feed posts to exercise storytelling strengthening brand identity

WK Kellogg Co. / Social Media Strategist

Remote

Sept. 2023 - Dec. 2023

- Developed a strong understanding of each brand's tone and aesthetic, ensuring all content aligned with brand identity while engaging diverse audience segments
- Managed and coordinated content creation with external partners, ensuring consistent and high-quality output for over six brands
- Traveled periodically to attend events and locations for content creation, resulting in on-the-ground insights that enhanced content relevance and engagement

Perfect Search Media / Digital Media Strategist

Remote

May 2020 - Sept 2021

- Led branding and community initiatives ensuring media content aligned with broader marketing goals
- Managed external content partners, producing influencer branded content that elevated engagement across platforms
- Leveraged social media trends and analytics to refine branding and social strategies for optimal performance

Education

Bachelor of Arts in Psychology, Michigan State University

East Lansing, MI

Aug. 2020 – April 2024