

PRISCILLA DE SILVA

SOCIAL MEDIA ANALYST

CONTACT

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🌐 www.linkedin.com/in/desilvap

📍 Kissimmee, Florida

SKILLS

Content Management

Search Engine Optimization

Research Analytics

Canva

Khoros Marketing

Microsoft Office

Project Management

Copywriting

Media Communications

EDUCATION

Bachelor of Arts

College of Staten Island

2015-2019

English Major with two Minors in
Writing and Biology

LANGUAGES

English: Native Proficiency

French: Limited Working
Proficiency

PROFILE

Strategic Communicator with 4+ Years Supporting Brand Success

Leverage expertise in social media management, blog writing, and corporate communications to enhance brand presence for renowned companies including Olive Garden, The Capital Grille, Seasons 52, and Ruth's Chris. Contribute to campaigns that boost engagement, expand audience reach, and reinforce brand loyalty across multiple platforms. Proficient in supporting the development of ROI-driven communication strategies that align with organizational goals, foster meaningful connections, and deliver impactful results.

WORK EXPERIENCE

Social Media Analyst

Darden Restuarants 2022-Present

- Assist with the development and execution of cohesive social media and community strategies to drive brand awareness, engagement, and loyalty.
- Build and nurture an inclusive online community by fostering meaningful conversations and relationships.
- Moderate discussions, enforce guidelines, and ensure a positive experience for all members.
- Act as a liaison between the community and internal teams, sharing insights and feedback to inform product development and support strategies.
- Monitor brand mentions and sentiment across platforms, addressing issues proactively to maintain a positive reputation.
- Stay ahead of emerging trends, tools, and platform updates to maintain relevance and competitive advantage.

Pro Blogger

The HOTH 2021-2022

- Delivered engaging and search-friendly blog posts on diverse topics, maintaining a consistent brand voice and utilizing storytelling techniques to captivate target audiences and drive organic traffic.
- Generated original, well-informed, and authoritative content by integrating credible sources, industry trends, and data-driven insights, establishing thought leadership in niche areas.
- Upheld rigorous editorial standards, ensuring accuracy, grammatical precision, and adherence to style guides, while consistently meeting or exceeding deadlines.
- Monitored blog performance using tools like Google Analytics to refine content strategies, improve ranking, and achieve measurable increases in page views, engagement, and conversions.

Virtual Assistant

Silva Content Solutions 2020-2023

- Efficiently managed complex schedules and coordinated appointments using tools like Google Calendar, Microsoft Outlook, and project management platforms, ensuring seamless operations across multiple businesses.
- Provided administrative support by drafting emails, handling correspondence, and managing databases, while maintaining a high level of confidentiality.
- Supported social media strategies by scheduling engaging content, tracking performance metrics, and fostering audience interaction across platforms such as Instagram, Facebook, and LinkedIn.