

ALYSSA MUTTERPERL

• SOCIAL MEDIA STRATEGIST •

PROFILE

As a results-oriented and innovative social media strategist, I am deeply passionate about harnessing the power of digital platforms to create impactful and engaging campaigns. With a proven track record of driving brand awareness, fostering customer engagement, and achieving measurable business objectives, I am committed to delivering exceptional results in today's ever-evolving social media landscape.

EXPERIENCE

Likeable Media • New York, NY (remote)

Senior Social Media Strategist | April 2022 - Present

- Develop social strategy playbooks, annual plans, and quarterly and monthly reports for six clients, to achieve client business goals, inclusive of organic strategy, paid strategy, content strategy, competitor activity, industry trends, community engagement strategy, and measurement.
- Compile readable and insightful monthly/quarterly organic social performance reports, inclusive of post-performance as well as consumer reaction and sentiment, to identify short-term and long-term creative and strategic opportunities.
- Lead the development of execution plans for non-content calendar-related creative projects, including Facebook Group launches, Live series, TikTok launches, influencer campaigns, etc.
- Interface with clients on a regular basis, which includes participating in calls, joining interagency meetings, and presenting reports.

Tyler Mount Ventures • New York, NY (remote)

Senior Social Strategist | February 2021 - April 2022

- Created social media strategies for over 14 high-profile clients, increasing average impressions by over 320% and engagement by over 71%.
- Monitored and created engaging paid ad campaigns increasing sales by over 1466% in two months.
- Communicated with followers, responded to queries in a timely manner and monitored customer reviews to increase mention growth by over 165%.
- Hired and managed a team of three direct reports.

SourceAmerica • Vienna, VA

Social Media Manager | June 2020 - June 2021

- Developed a social media content strategy that supported SourceAmerica's goals, and nonprofit partners.
- Built and managed a rich social media content/editorial calendar that supports different departments of the organization, campaigns, and partnerships.
- Collaborated with internal teams, external influencers, and industry experts to produce relevant content.
- Supported different SourceAmerica teams and used strong writing skills to create compelling social media content for blog posts, white papers, case studies, articles, reports, infographics, and more.

AKA NYC • New York, NY

Social Media Coordinator | September 2019 - June 2020

- Developed social media content calendars in line with the overall strategy.
- Managed day-to-day client social media campaign executions including copy and asset changes within Facebook Ads.
- Reported upon organic and paid social metrics and performance.
- Providing live social media coverage at agency and client events.

SKILLS

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|-----------------------|---------------------------|----------------------|-----------------------------|
| Social media channels | Organic and paid strategy | Facebook Ad Manager | Social scheduling softwares |
| Trend research | Live coverage | Influencer campaigns | Client management |
| Social analytics | Fan engagement | Spanish language | Blog writing |