

JILLIAN LEPORE

jill-lepore.com | lepore.jillian@gmail.com

407 Keap Street | Brooklyn, NY 11211 | 914.482.5361

EDUCATION

Fairfield University | Bachelor of Science

Major: Marketing | Minor: Art History

Cum Laude, Dean's Honor List

Fairfield, CT

May 2019

PROFESSIONAL SUMMARY

Strategic social media professional with 8+ years of experience developing and executing social strategies for national brands. Expert in aligning content to cultural moments, managing creators, and translating performance insights into measurable growth.

EXPERIENCE

OLIVER

Senior Social Lead

Manhattan, NY

April 2026 – Present

- Led social media management and community engagement for [TRESemmé](#) and [Nexus](#), overseeing content calendars, platform publishing, real-time engagement, and brand voice execution.
- Developed social-first content and captured in-house photography and video, including trend-driven content, live event coverage, and creator support.
- Identified and engaged creators, providing creative feedback and partnering with cross-functional teams to maximize content performance and cultural relevance.
- Maintained senior oversight of community management and content operations for [Maille](#), [Lipton Recipe Secrets](#), and [Sir Kensington's](#), ensuring consistency across brand voice, engagement strategy, and platform best practices.
- Analyzed community insights, social trends, and audience sentiment to inform content strategy and identify real-time opportunities.

Analog Folk Group (Creative Agency)

Social Media Manager

Community Manager

Brooklyn, NY

June 2024 – March 2026

January 2024 – June 2024

- Managed social channels for [Waterloo Sparkling Water](#) and [Viator](#), overseeing content development, community management, creator partnerships, and reporting.
- Increased Waterloo's organic reach by 42% and Instagram followers by 57% YoY through content strategy and influencer collaborations.
- Produced platform-native content, covered live events, and translated performance insights into actionable recommendations.
- Built creator relationships and executed community engagement strategies that strengthened audience growth and brand affinity.

Kobrand Wine & Spirits

Social Media Associate

Social Media Coordinator

Manhattan, NY

July 2022 – January 2024

October 2019 – July 2022

- Managed social media, content creation, and community engagement for a portfolio of 15+ wine and spirits brands.
- Led copywriting, influencer partnerships, campaign execution, and monthly performance reporting across Instagram, Facebook, and Pinterest.
- Supported paid social campaigns, email marketing, and broader digital initiatives.

Higgins Group Private Brokerage

Digital Marketing Assistant

Fairfield, CT

June 2018 – September 2019

ADDITIONAL INFORMATION

Proficient in Meta Business, Meta Ads, RivalIQ, HootSuite, SproutSocial, Later, Google Ads, AWeber, WordPress, Wix

Certifications: [SEO: Optimize Your Social Media Profiles](#), [Content Creation: Strategy and Tools](#)

WSET 2 Certification (Wine & Spirit Education Trust)