



# JILLIAN LEPORE

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## EDUCATION

**Fairfield University** | Bachelor of Science  
Major: Marketing | Minor: Art History  
Cum Laude, Dean's Honor List

**Fairfield, CT**  
May 2019

## EXPERIENCE

### **Analog Folk Group**

*Social Media Manager*

**Brooklyn, NY**

January 2023 – Present

- Currently manage social platforms (Instagram, Facebook, TikTok) for the following brands: **Waterloo Sparkling Water, One A Day Vitamins**
- Own and maintain the content calendar, aligning with the yearly brand calendar to identify key tentpole moments, develop monthly content plans, communicate needs to the creative team
- Create content alongside creative team
- Schedule and optimize creative assets across all social platforms
- Actively engage with fans, respond to comments, messages, tagged posts, and capture UGC
- Communicate with clients and media agency on a daily basis about social performance and engagement
- Analyze platform data and create monthly and quarterly social analytics reports for brands and present to clients
- Research, manage outreach to prospective creators and influencers, and develop creative briefs to guide collaborations
- Strategic support for **Garnier's SMS Text Program**

### **Kobrand Wine & Spirits**

*Social Media Associate*

*Social Media Coordinator*

**Manhattan, NY**

July 2022 – Present

October 2019 – July 2022

- Manage social platforms (Instagram, Facebook, Pinterest) for the following wine & spirit brands: **Kobrand Wines, Alize, Caposaldo, Poema Cava, The Seeker, Rebellious, The Simple Grape, Tutto Mio, Wine 365, Bezel**
- Responsible for all social media copywriting, content creation, community management for the above brands
- Led influencer partnerships, managing agreements, product shipments, and campaign execution for over 15 brands
- Analyze platform data and create monthly social analytic reports for above brands
- Manage boosted social campaigns on Facebook, Instagram and Pinterest
- Oversee daily wine newsletter and monitor email analytics

### **Higgins Group Private Brokerage**

*Marketing Assistant*

**Fairfield, CT**

June 2018 – September 2019

- Curated relevant content and posted regularly on social platforms which led to an increase in audience engagement
- Managed social media analytics software including Meta Insights, and LinkedIn Analytics to track audience engagement and campaign performance
- Update the organization's website, and create blog posts via WordPress
- Conducted clerical duties, including filing, answering phone calls, sending out weekly email blasts.

### **Fairfield University Art Museum**

*Museum Marketing Intern*

**Fairfield, CT**

January 2018 – May 2018

## ADDITIONAL INFORMATION

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

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

WSET 2 Certification (Wine & Spirit Education Trust)