



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

EXPERIENCE

Analog Folk Group (Creative Agency) **Brooklyn, NY**

Social Media Manager

January 2024 – Present

- Own Instagram, TikTok, and Facebook for [Waterloo Sparkling Water](#) and [Viator](#), managing content calendars and aligning with tentpole brand moments
- Create social content with the design team, including TikToks, Reels, carousel posts, captions, and identifying on-brand trends
- Analyze platform performance and deliver monthly/quarterly analytics reports to clients
- Work day-of events by capturing real-time brand content, live story shares, photo shoot BTS, fan interactions,
- Identify and manage on-brand content creator and influencer relationships
- Drive fan engagement by responding to comments, messages tagged posts, tracking UGC, and proactive commenting
- Maintain daily communication with clients to keep them informed on brand activity, and send weekly email recaps to IAT and client teams summarizing performance, key posts, and community management insights
- **Increased Waterloo's organic reach by 42% and Instagram followers by 57% YoY** through dynamic content strategy and high-performing influencer collabs (ex: Guy Fieri, Taking Back Sunday)

Kobrand Wine & Spirits

Social Media Associate

Manhattan, NY

July 2022 – January 2024

Social Media Coordinator

October 2019 – July 2022

- Own 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 sourcing, 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.

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)