

JILLIAN LEPORE

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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 7+ 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

Analog Folk Group (Creative Agency)

Social Media Manager

Community Manager

Brooklyn, NY

June 2024 – Present

January 2024 – June 2024

- Own Instagram, TikTok, and Facebook platforms for [Waterloo Sparkling Water](#) and [Viator](#), building content calendars and aligning programming to brand tentpoles and cultural moments.
- **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)
- Create platform-native social content including TikToks, Reels, carousels, and captions; identify and execute on on-brand trends.
- Analyze platform performance and deliver monthly/quarterly analytics reports with insights and recommendations.
- Support day-of event coverage by capturing real-time content, live story shares, behind-the-scenes footage, and fan interactions.
- Identify, manage, and maintain relationships with on-brand creators and influencers.
- Drive fan engagement through community management: respond to comments/DMs, monitor tagged posts, track UGC, and proactively engage in relevant conversations.
- Maintain daily client communication and send weekly email recaps to IAT and client teams summarizing performance, key posts, and community insights.

Kobrand Wine & Spirits

Social Media Associate

Social Media Coordinator

Manhattan, NY

July 2022 – January 2024

October 2019 – July 2022

- Owned social platforms (Instagram, Facebook, Pinterest) for a portfolio of wine and spirits brands including: Kobrand Wines, Alizé, Caposaldo, Poema Cava, The Seeker, Rebellious, The Simple Grape, Tutto Mio, Wine 365, and Bezel.
- Led all social media copywriting, content sourcing, scheduling, and community management across brand accounts.
- Managed influencer partnerships end-to-end, including outreach, contracts, product shipments, and campaign execution for 15+ brands.
- Analyzed platform performance and delivered monthly social analytics reports with insights and optimization recommendations.
- Planned and executed boosted social campaigns across Facebook, Instagram, and Pinterest.
- Managed daily corporate newsletter, including content coordination and email performance tracking.

Higgins Group Private Brokerage

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)