

# Brielle Cunningham

INFLUENCER & SOCIAL MEDIA MARKETING

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📍 Houston, United States

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## Profile

A goal-smashing Social Media Marketing Maven with several years of experience creating growth-driven results. Adept at securing influential partnerships, conceptualizing social media campaigns, and increasing department revenue with innovative marketing strategies. I ultimately hope to be a beneficial addition to your company with my transformational leadership approach.

## Employment History

### Head Of Social Media & Influencer Strategy, Robb P Media Agency, Remote

February 2022

- Oversee development, design and execution of the social media marketing initiatives, content strategies, and creative deployments on behalf of multi-million dollar clients.
- Increased the number of qualified LinkedIn leads from 4 per month to 100 qualified lead average for a public speaking client.
- After 3 months of Influencer management and brand development, increased business profits by more than 500% for multi-billion dollar Shanghai based client.
- Secured 4 new million dollar clients in less than a month from strong pitch proposals.

### Global Social Media Manager, Quizlet, Remote

January 2022 — May 2022

- Manage all social media and influencer initiatives including the development of marketing strategies and the implementation of marketing plans across multiple platforms.
- Increased Facebook organic reach of .05% per post to an organic reach of 8% with custom strategy.
- Increased LinkedIn impressions by 10% and followers by 15% in less than 1 month, as well as increasing new Instagram followers by 10%, through successful deployment of new content strategy

### Influencer & PR Account Executive, Devries Global Agency, Remote

July 2021 — October 2021

- Responsible for planning and executing PR campaigns for several global hair care companies.
- Initiated, developed and managed the media campaign for Aussie Haircare for the 2021 relaunch of Moisture Coils, garnered over 10% increase in sales.
- Received 15 media placements in less than 1 month for the relaunch.
- Increased Aussie website traffic by over 200% and boosted ad sales significantly with Influencer partnership for Walgreens.
- Increased Tik Tok followers by over 500 users that led to greater awareness for Aussie's Moisture Curls line.

### Social Media Strategy & Influencer Partnerships Specialist, Freelance , Remote

July 2013 — December 2021

- Sourced and managed several key influencer relationships for clients in plus-size fashion, hair care, cinema, and entertainment.
- Managed and developed several social media campaigns for clients within various industries.
- Created a combination organic reach of over 5 billion social media users for various campaigns over the years.
- Secured 50 influencers that led to a monthly sales quota of over \$1,000,000+.
- Created and ran the highest attended summer festival event for Goucher College that resulted in an increase in revenue for 2014 to go towards more programs for the school.
- Won 2 awards for innovative marketing strategy that puts sustainability, design, and inclusion first.

## Education

### **Business Management, Goucher College, Towson**

August 2013 — May 2014

### **B.S. Business Admin - Marketing, Western Governors University, Utah**

June 2021 — December 2021

## Skills

Social Media Marketing

Content Marketing

Public Relations

Influencer Partnerships

Online Brand Development

Strategy Development

## Links

[LinkedIn](#) [Portfolio](#)