

Hayley Kaye Mathie

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SUMMARY

Social Media Strategist with 4+ years of experience crafting impact-driven social media strategies and “scroll-stopping” content that boosts engagement, surges audience growth, and garners super fans for B2B, B2C, and D2C companies. I am seeking a Senior Social Media Manager position in a company I can grow in that is ready to leverage social media to authentically connect with its audience to grow its fanbase and drive business growth.

WORK EXPERIENCE

DISCOVERY EDUCATION

Charlotte, NC | Dec 2022 - Present

Social Media Strategist

Executed comprehensive channel, audience, and competitor analyses to develop a social media cross-channel strategy across 650,000+ followers resulting in a 253% increase in audience engagement in 6 months with an average engagement rate (ER) of 4.2% and an average growth of 4,500+ new followers per month.

- Optimized end-to-end niche social campaigns for high-profile social impact partnerships including Subaru, Discover, Boeing, and LEGO, by introducing influencer-seeding, leveraging trends, writing SEO-informed copy, and performing social listening, increasing engagement by 187% in 3 months with an average ER of 3.4%.
- Advised global marketing teams and executive leadership on social media crisis communications, and facilitated social selling workshops to advance broader marketing goals increasing MQLs by 8% in 1 month.
- Increased content shares by 193% and conversion rates by 76% by using Figma, Canva, CapCut, and Veed.io to create on-trend, timely, platform-aligned content quickly that aligned to the audience’s needs.

AMPLIFY EDUCATION

New York, NY | April 2022 - Dec 2022

Social Media Manager

Built and drove a full-funnel social media strategy across all social media channels (Twitter, Facebook, Instagram, Pinterest, and LinkedIn), driving consumer reach, brand awareness, and community growth, and boosting engagement rates by 72% in 5 months with an average ER of 4.7%.

- Led a 4-person cross-functional content team to develop and execute social media content based on current trends, and audience needs, aligning to overall branding and marketing goals increasing brand awareness by 23% in 3 months
- Measured and reported on performance against goals and objectives using Sprout Social to interpret data into actionable insights including monthly reports, organic campaign reports, ad hoc reporting, social listening, and competitor observations and recommendations.

A LITTLE DROP OF COURAGE

Saint Cloud, FL | April 2019 - Dec 2022

Social Media Manager

Managed 3 online communities of 120,000+ across Instagram, TikTok, and Facebook, establishing brand consistency, improving engagement rates on average by 43%, and increasing followers by 15% quarterly

- Structured brand voice guidelines, style guides, and content guidelines that streamlined content workflow, and ensured cross-channel presence was tailored and targeted
- Created viral content using Procreate, and CapCut that sparked conversation, leading to an average of 1,500,000+ accounts reached, and 400,000+ content interactions per quarter

EDUCATION

MICHIGAN STATE UNIVERSITY

2010 - 2014

Bachelor of Arts in Interdisciplinary Studies in Social Science | Minor in Health Studies

Honors: Cum Laude (GPA: 3.9/4.0)

SKILLS & CERTIFICATIONS

Core Competencies: Data Analysis, Social Listening, Community Management, KPI Management, SEO, Copywriting, Time Management, Crisis Communications

Certifications: Email Marketing (Hubspot), Google Analytics (Google), Personal Fitness Trainer (ISSA)

Technology: Canva, Procreate, Asana, Confluence, Sprout Social, Airtable, Loom, iMovie, Slack, MS Office Suite (Excel, Powerpoint, Word), Instagram, Facebook, TikTok, Pinterest, Twitter, LinkedIn, Zoom