

William Bradley, III

Senior-level Social Media Strategist with 9+ years of experience.

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EXPERIENCE

Reading International, Los Angeles, CA — Social Media Manager (Contract)

MAY 2019 - DEC 2019

- Manage the integrity of over 50 social media channels across NY, DC, VA, TX, CA, HI
- Provide paid and organic social media channels to promote growth and health of channels
- Collaborate with movie and production studios to promote movies and report on successes
- Provide monthly reports across Facebook, Twitter, YouTube and Instagram
- Collaborate with the repertory film team to advocate for signature programming across digital platforms
- Harvest and audit blog content weekly

Self-Employed, Los Angeles, CA — Freelance Social Media Strategist

OCT 2016 - MAY 2019

- Clients: Hershey's, Labatt Blue, Harbor Freight Tools, Del Monte Fruit Company, Rich Dad Poor Dad, Home Care Assistance, and more
- Maintain the integrity of social media and digital marketing properties, including but not limited to uploading and creation of content
- Manage paid social media budgets for multiple clients ranging from \$10K to \$150K per month
- Develop monthly content including photography, video, copywriting
- Monthly, quarterly and annual reporting across all channels
- Work with internal teams across Content and Design, to plan and publish the mix of original content and promotional content

STANLEY BLACK & DECKER, Baltimore, MD — Social Media Manager

MARCH 2014 - OCT 2016

- Oversee creative design for PPT and CPG brand social media channels, aligned with marketing strategy
- Grew Instagram audience from 2,300%+ from 4K to 100K fans organically
- Manage \$1M budget influencer campaign of 22 influencers
- Monitor and respond to conversations across all channels
- Manage campaign budgets up to \$750K
- Provide monthly, quarterly and yearly best-in-class reports

SKILLS

- Strategy & Reporting
- Salesforce, Sysomos, Crimson Hexagon, & Radian 6
- Google Analytics
- Copywriting
- Content Creation
- Influencer Marketing
- Paid Social Media
- Email Marketing
- Whitespace Analysis

ENTERTAINMENT EXPERIENCE

AMC (BREAKING BAD) - COMMUNITY MANAGEMENT, INFLUENCER MARKETING, AND MONTHLY REPORTING
MAZERUNNER - INFLUENCER MARKETING, COMMUNITY MANAGEMENT, COMPETITIVE ANALYSIS,
RICH DAD, POOR DAD - SEO STRATEGY, BLOG MANAGEMENT, AND MONTHLY REPORTING
ARRESTED DEVELOPMENT - INFLUENCER MARKETING, MONTHLY REPORTING, COMMUNITY ENGAGEMENT,

WE ARE SOCIAL, New York, NY — *Research & Analytics Intern*

APR 2013 - DEC 2013

- Harvest data for 5 monthly reports via Sysomos, Crimson Hexagon, Facebook and YouTube Analytics, Wisdom and Marvin
- Track weekly post engagement for Reebok, Reebok Classic and competitors to compile inside 20 weekly report
- Develop & analyze 100+ posts for Tumblr, Twitter, Facebook and Google+ for Reebok brand asset, Alicia Keys for weekly reports
- Analyze presence for 10+ potential clients across major social media platforms and provide insight for growth and engagement

EDUCATION

St. John's University, Queens, NY — *BS - Marketing*

AUG 2006 - MAY 2010

