

# WILLIAM BRADLEY, III

HEAD OF SOCIAL PLATFORMS AND SCALE

## DETAILS

### ADDRESS

3767 Clarington Ave, Apt 351  
Los Angeles, CA  
United States

### PHONE

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## LINKS

[LinkedIn](#)

## SKILLS

Audience Building & Planning



Content Strategy



Analysis & Reporting



Social Listening



Syndicated Research



Internal Steering Committees



Social Media Trend Analysis



## PROFILE

Passionate head of social media with 10+ years of experience in developing content, making data-driven optimizations and utilizing audience analysis to inform strategic and creative processes. Adept at establishing KPIs and leading successful campaigns for clients such as Apple, Beats by Dre, AirBNB, Hershey's and more.

## EMPLOYMENT HISTORY

### Associate Strategy Director, ROSEWOOD Creative

Los Angeles

Mar 2022 — Present

- Responsible for agency's overall knowledge, adoption and implementation of emerging and existing social platforms (YouTube Shorts, Discord, TikTok, etc.)
- Owned the social strategy for clients across social media including Apple Music, Beats by Dre, Fanatics Inc., Hyatt and more
- Developed department wide rationale for brands approaching short form video, creators/influencers, Discord, TikTok, YouTube, Instagram and more
- Developed short form video content strategy and creative for Apple Music, raising engagement 91% on Instagram, 72% on Twitter and 56% on TikTok
- Implemented social media strategies with international teams ( Europe)
- Managed a team of 4 junior strategists and 2 community managers
- Craft weekly, monthly and ad-hoc reports for clients measuring KPIs and establishing trends, insights and recommendations

### Sr. Social Strategist, LIQUID+ARCADE

El Segundo, CA

Jan 2020 — Feb 2022

- Partnered with global media teams to recommend the adoption of emerging social media platforms and formats
- Provided strategic insights and recommendations for 360 campaigns, social media campaigns and go-to-market strategies
- Developed monthly sales decks complete with social media trends & insights; distributed among 50+ agency clients
- Developed short form video content that generated 35M organic impressions in two months on Jollibee's Facebook page
- Decreased negative sentiment 30% over an 4 month period, managing VIZIO's social media pages

### Digital Marketing Director (Consultant), Palette Group

Philadelphia, PA

Oct 2016 — Dec 2018

- Strategic lead on social media and digital marketing tasks for Hershey's, City Fitness, Seagram's, and more
- Developed and launched City Fitness' short and long-form video strategy increasing YouTube subscribers and Instagram followers 235% and 140% respectively

**Social Media Manager, DEWALT**

Towson, MD

Mar 2014 — Oct 2016

- Head of social media steering committee including company stakeholders such as, VP of Product, Digital Marketing Director and Brand Directors to inform and influence social strategy company wide
- Grew Instagram audience from 4,000 followers to 1,070,000 fans

**Social Media Manager, Chesapeake System Solutions**

Owings Mills, MD

Dec 2012 — Mar 2014

- Integrated social media strategy for Facebook and Twitter with global teams (UK, EMEA, and LATAM)
- Responsible for mass internal communications on the internal and external state of social media, trends and potential processes for adoption

**EDUCATION**

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**BS - Marketing, St. John's University**

Jamaica, NY

Aug 2006 — Sep 2010