

CHRISTINE OLIVO

SOCIAL MEDIA SPECIALIST

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in [Christine Olivo](#)

PLATFORMS

Twitter / X • Instagram
YouTube • Canva • Buffer
Meta / Facebook • TikTok
Pinterest • LinkedIn • iOS
Monday • Google Workspace
Airtable • Hootsuite • Spice
Tumblr • Snapchat • Trello
Sprout Social • WhatsApp
Slack • Gorgias • CapCut

SKILLS

Proofreading
Project Management
Analytics + Reporting
Social Listening + Responsiveness
Content Ideation + Creation
Influencer Management
Time Management
Content Curation
Video Editing
Copywriting
Adaptability

EDUCATION

**Bachelor of Science in
Business Marketing**
Monmouth University
West Long Branch, NJ

WORK EXPERIENCE

Social Media Community Manager

Dossier | New York, NY | Jan 2024 - Present

- Proactively cultivate, oversee, and nurture Dossier's social community.
- Curate noteworthy user-generated content (UGC) for repurposing.
- Explore innovative avenues for connecting with Dossier's social community, leveraging platforms like Spotify and WhatsApp.
- Collaborate on social calendar planning, ensuring content aligns with pertinent beauty and pop culture trends.

Social Media Specialist

Freelance | Remote | Oct 2016 - Present

- Develop and execute comprehensive social media strategies to increase brand visibility and engagement across multiple platforms.
- Generate compelling content, including text, image, and video assets, fit to each platform and optimized for maximum reach and engagement.
- Monitor and analyze social media metrics and KPIs, providing regular reports and insights to make future strategy adjustments.

Media Community Manager

First Look Media - Topic Stories | New York, NY | Nov 2021 - May 2023

- Established the brand's TikTok account, garnering over 300K likes.
- Selected and created clips from a social lens, resulting in 2M+ views.
- Produced campaign briefs for creators to execute video content.
- Managed the day-to-day of the brand's social media accounts.
- Ensured the brand's social community was active and aware of upcoming series and films.

Social Media Editor

attn: | Los Angeles, CA | May 2017 - Dec 2018

- Packaged social content focused on politics and social issues.
- Strategized new feature usage across all social platforms to increase engagement (Facebook groups, Instagram stories, etc).
- Assisted in creating branded content for various consumer brands, including Clorox, Netflix, and T-Mobile.

Associate Social Media Editor

Thrillist / Group Nine | New York, NY | Oct 2015 - April 2017

- Analyzed trends and metrics to assist cross-functional teams in creating engaging social content focused on food, travel, and entertainment.
- Managed a portfolio of 50+ social and video partnerships.
- Developed an editorial calendar of anniversaries and national holidays for the social re-promotion of archival content.