

REBECCA PERRY

CREATIVE + ANALYTICAL SOCIAL
MEDIA MARKETING DIRECTOR



CONTACT

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SUMMARY

Hello! I'm a marketing professional with 15+ years of experience, specializing in organic + paid social media (strategy, creative direction, community management, design, analytics, UGC/influencer), content marketing (blog/web/email/video), branding + PR, and photography.

My experience spans across industries such as healthcare, hotels/hospitality/travel, entertainment, e-commerce, insurance, and fitness (amongst others), within both start-ups and larger organizations (including agency experience).

To view my creative portfolio, please visit my website: www.followthestars.com.

AREAS OF EXPERTISE

Social Media:

Strategy (Organic + Paid)
Calendar Planning + Scheduling Content
Content Creation + Creative Direction
Paid Social Campaigns (FB/IG/TikTok)
Analytics / Measurement / Reporting
Community Building/Management
Copywriting
Influencer Marketing

Other:

Branding + Brand Storytelling
PR + Brand Partnerships
Photography + Image Retouching
Digital/Web Strategy + Analytics
Blog Development
Content Strategy (Web/Blog/Video/Email)
Email Marketing

SKILLS + PROGRAMS

Both Mac + PC proficient
Microsoft Office Suite
Slack, Jira, Monday.com, Frame.io
Zoom, Microsoft Teams, Loom
SEMRush, AnswerThePublic

Google Suite:

Google Analytics
Google Ads/Keyword Planner (SEM)
Google Drive/Docs/Sheets/Forms

Social Media:

HootSuite, Sprinklr, Sprout Social
LinkTree, Planoly, Later (LinkinBio)
Instagram Insights, Facebook Insights,
Twitter Analytics, LinkedIn Analytics
Facebook Business/Ads Manager
Facebook Creator Studio, Reddit Ads,
TikTok Ads Manager, Keyhole

Design + Editing:

Adobe Creative Suite
(Photoshop, Lightroom, Illustrator)
Figma, Canva

Video Editing:

Final Cut Pro X, iMovie, Filmora
Capcut, inShot, TikTok
Instagram + Facebook Reels

EXPERIENCE

DIRECTOR, SOCIAL MEDIA STRATEGY // Happy Productions

Remote • May 2023 - Present (Contract)

Happy Productions is the short-form video production agency behind the viral TikTok account "Are You Happy" (4M followers). We work with brands of all sizes and individuals looking to grow/enhance their organic social media efforts.

My responsibilities include:

- Creating, managing, and optimizing organic social media strategies for all 30+ clients
- Leading strategy calls with new clients and presenting recommended strategies
- Overseeing video editors, content creators, social media managers and copywriters to ensure content quality and alignment with client goals
- Analyzing video performance metrics to gather insights and refine content strategies
- Creating and presenting weekly pulses + monthly reporting decks for all clients
- Maintaining content calendars and posting schedules in Monday.com for all clients
- Planning on-location photoshoot logistics and managing "run of show" details
- Writing scripts for creators and overseeing product promotion details for UGC content
- Managing five Client Account Managers and assigning them new clients when they onboard
- Being the social media strategy lead for NEXT Insurance, managing all aspects of their small business spotlight series + "weight of responsibility" campaign (organic and paid content)

Clients include: NEXT Insurance, Everyday Life Insurance, Geoffrey Woo, Purple Garden Psychics, North + South Jewelry, JCMLiving, DocPrepExperts, Upway, trüHealthNow, Momcozy, and more.

SOCIAL MEDIA STRATEGIST + PHOTOGRAPHER // Follows the Stars Media

New York • October 2019 - Present (Freelance)

Published PT photographer + social media freelancer, taking on select projects for clients in the entertainment/music, health/wellness/fitness, and travel/hospitality industries. I provide photography, social media marketing and design services.

DIRECTOR, SOCIAL MEDIA + CONTENT // Antidote Health

Remote • March 2022 - October 2022

Antidote Health is a telehealth startup on a mission to provide quality healthcare to all Americans at affordable prices. My main responsibilities included:

- Crafting 2022 social media + content marketing plan/budget
- Creating and maintaining each month's social media + blog calendars
- Strategizing, crafting + executing content for a Mental Health Awareness Month campaign
- Overseeing copywriters and designers; strategizing together on copy and design execution
- Daily posting (Facebook, Instagram, Twitter, LinkedIn, TikTok) + monthly analytics reporting
- Working with lead designer on establishing brand guidelines + visual style for all channels
- Managing paid social media agency on ad campaigns (Facebook, Instagram, TikTok, Reddit)
- Working closely with Medical Director + Clinic Directors on all clinical content for social/blog
- Working with PR agency on press releases + brand messaging to generate media coverage
- Overseeing the brand collaboration with NBA superstar Giannis Antetokounmpo

EXPERIENCE (CONTINUED)

DIRECTOR OF MARKETING // PatientsLikeMe

Remote ▪ November 2020 – March 2022

PatientsLikeMe is an online platform for patients battling chronic illness. It is an online community of over 800,000 members spanning across 2,000 different health conditions. As the Director of Marketing, my main responsibilities were:

- Managing a team of four direct reports
- Creating and presenting marketing, social media, content strategy + PR plan (2021 + 2022)
- Creating, executing, and managing social media, blog, email + content marketing efforts
- Overseeing internal design team on rebranding, including establishing new visual identity
- Managing PR agency, overseeing campaigns, PSAs, op-eds + pitches around key brand values and initiatives to secure local + national media coverage
- Overseeing Community Managers, working together on strategizing and creating relevant on-site content for members
- Managing paid advertising campaigns across Facebook, Instagram, Google Ads and Reddit
- Conceptualizing + executing all aspects of marketing deliverables for client projects (Takeda, NIH, Merck, Bayer, etc.) including webinars, patient surveys, wrap-up reporting, etc.

DIRECTOR OF BRANDING + MARKETING // Gerber Group

New York, NY ▪ June 2019 – October 2019

- Created social media calendars/strategy for each venue, and approved content
- Managed all influencer relationships/reservation requests/trade agreements
- Created branding guidelines SOP document for all properties

DIRECTOR OF MARKETING // Highgate Hotels

New York, NY ▪ November 2017 – June 2019

Responsibilities: Oversaw all marketing + PR efforts for The Lexington Hotel (725 rooms, part of Marriott's Autograph Collection), The Stayton Room cocktail bar, and Hilton Garden Inn Times Square Central (282 rooms), such as:

- Managed relationship with social media agencies – developed strategy, budget and content calendar, approving all content/copy
- Created guidelines for influencer collaborations and approved all media trades
- Generated brand awareness/direct bookings through Facebook and Instagram, using Google Analytics to monitor revenue produced
- Created and launched vanity site landing pages with UTM tracking parameters for each promotion
- Designed internal reporting spreadsheets and documented all campaign performance metrics (Open Rate, CTR, bookings, nights, revenue)
- Created marketing plan for 2018/2019 + assisted DORM in forecasting revenues/crafting offers based on hotel need periods
- Managed website relaunch project; strategized new site design/functionality for conversion optimization
- Managed all re-branding efforts and launch plans for The Lexington Hotel and on-property cocktail bar, The Stayton Room
- Designed all on-property signage, collateral, and digital/press assets for F+B, sales team, in-room, and brand-wide initiatives
- Established relationships with partners for PR opportunities (NOMI Beauty, TCM Movie Tours, Golden Dreams Marilyn Monroe Exhibit)

DIRECTOR OF DIGITAL MARKETING + SOCIAL MEDIA // YOTEL

New York, NY ▪ August 2013 – September 2017

Responsibilities: Oversaw all the digital, web and social initiatives for YOTEL New York, such as:

- Developed annual marketing plan and social media budget
- Led quarterly social media strategy sessions w/ YOTEL HQ, content agency, and NYC marketing team
- Created, approved & posted all content for social media channels
- Generated brand awareness & direct bookings by customized targeting through Facebook, Twitter & Instagram ads
- Tracked revenue & performance through Google Analytics
- Conceptualized and launched "In the Spotlight" blog interview series & photographed each featured person for YOTEL.com
- Worked closely with F&B team to promote Green Fig restaurant, Social Drink & Food (terrace) & food-to-go
- Managed influencer relationships & scheduled media stays/trade agreements
- Developed social media campaigns around cultural & brand awareness goals (ex: LEGO Wall & Mindfresh activations)
- Manage website & mobile app (content/copy creation, site map, creative/functionality direction, performance reporting + optimization strategy)
- E-mail Marketing (promotional & awareness-driven campaigns, newsletters, and guest communication emails)
- Worked closely with DORM to create revenue-generating campaigns for hotel need periods, grow ADR, and optimize OTA strategy

EDUCATION

Fredonia State University

Fredonia, NY

BS in Communications (Public Relations / Marketing)

2002 – 2006; *Dean's List*

LinkedIn Certified:

Search Engine Optimization (SEO)

Google Analytics

Adobe Photoshop

Indeed Skill Assessment:

Social Media: Expert

Marketing: Highly Proficient

PROFESSIONAL REFERENCES

JUSTIN MICHELS:

Project Management, MedAvante-ProPhase

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HANNAH CHENEY:

Growth Marketing, Ovia Health

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