



KELSEA
COZAD

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PROFESSIONAL SUMMARY

I am a visionary, people-leader and data-nerd with a track record of pushing brands outside of their comfort zone and into the pulse of their social media audience. If you need someone to interpret your data with a fresh perspective, empower your team with empathy and transparency, and execute on moon-shot ideas, you've found your leader.

SKILLS

- Marketing strategy development
- Campaign planning
- Product launch management
- Problem solving
- Team work
- Written communication
- Decision making
- Meta Business Suite
- Sprinklr
- Sprout Social
- BazaarVoice

EXPERIENCE

Senior Social Media Manager August 2022 - Current

Express | Columbus, OH

- Strategic and analytical lead for organic social presence of brand
- Managing a four-person team of strategists and community managers
- Responsible for 37% YoY video view growth on major social platforms
- Strategic lead on multi-million organic impression campaign, "National Confidence Day"
- Accountable for social content across international representation of the business

Senior Manager Social Media March 2022 - July 2022

Olive | Columbus, Ohio

- Created social strategy to build brand awareness for AlaaS product offerings by Olive, Inc.
- Managed organic social team of two, and strategized several high-profile campaigns including Boston Marathon sponsorship, thought leadership, and several in-person healthcare conference events.
- Headed social crisis communication and managed PR/Corporate Communication relationship with organic social.
- Ran A/B tests in collaboration with growth teams featuring organic targeting on LinkedIn and Facebook.

Internal Social Media and Corporate Communications August 2021 - March 2022

Abercrombie & Fitch Co | New Albany, OH

- Managed the corporate communications team (two direct reports) which was responsible for company wide email marketing (Around the Fire Newsletter) and internal social media marketing (@lifeatanf)
- Collaborated with the ESG team, and launched A&F's Corporate Purpose project
- Helped craft crisis response to Netflix documentary, *White Hot*, about A&F in the 90s and early 00s

Digital Marketing Manager November 2020 - August 2021

Bold Penguin | Columbus, OH

- Strategized, created copy and analyzed ABM drip email marketing campaigns

- Owned organic social design and copy for brand
- Co-hosted insuretech webinars
- Conceptualized two viral TikTok-trend-forward videos across social platforms

Senior Social Media Manager
Root Inc | Columbus, OH

March 2020 - November 2020

- Responsible for social strategy for award winning campaign "Unapologetic" featuring NASCAR superstar Bubba Wallace
- Strategy lead for social crisis communications during COVID Response and BLM movement
- Conceptualized social execution of Drop the Score campaign, an industry-leading initiative to remove credit score from auto insurance pricing
- Managed team of two: social copywriter and social graphic designer

Social Media Manager
Bob Evans Farms | New Albany, OH

June 2018 - March 2020

- Strategized and executed social media content plan for CPG arm of Bob Evans corporation. (B2CB)
- Crafted community management strategies, contests and giveaways
- Collaborated with PR on multiple celebrity partnerships (Nick and Vanessa Lachey, Alfonso Ribiero, Jerry O'Connell, Damon John and Kevin Curry.)
- Conceptualized social strategy for annual philanthropic contest, "Our Farm Salutes," which awards grants to veteran entrepreneurs
- Partnered with brand marketing to target organic content based on Catalina segments

Social Media Manager
Gosh Enterprises | Dublin, OH

June 2017 - June 2018

- Managing all aspects of social media marketing across several brands within company including: Charleys Philly Steaks, BIBIBOP Asian Grill, BIBITea, and Chix10
- Collaborated with local store marketing to capture content, craft copy, obtain employee and consumer testimonials, and launch new stores
- Conceptualized campaigns to recruit franchise owners

Social Media Strategist
Cement Marketing | Columbus, Ohio

June 2016 - June 2017

- Managed social media accounts for agency clients including Raising Cane's Ohio, Blue Label Digital Printing and First Federal Lakewood, Abercrombie and Fitch and Victoria's Secret
- Curated content calendars, coordinated with contacts to ensure real-time social presence, community managed, resolved conflict, audited and strategized
- Analyzed and reported on social performance
- Managed paid advertising within social platforms
- Conducted keyword research and curated content for several client accounts as it regards web copy, blogs, social posts, etc.

Digital Marketing Strategist + Web Analytics Specialist
The Shipyard | Columbus, OH

June 2015 - June 2016

- Managed book of 75+ clients for which I:
- Developed strategy for search engine optimization of custom websites
- Created, designed, scheduled, wrote, and analyzed email marketing campaigns
- Scheduled and published social content on all major Social Media platforms
- Reported on data from Google Analytics, Ginza Metrics, Omniture, HearSay Social, and Mailchimp

EDUCATION

Associate in Arts (A.A.) - English

University of Kentucky, Lexington, KY

English Language and Literature/Letters

May 2011

High School Diploma

Madison Christian School

Vocalist on Student-Lead Praise Team

Morning Announcements Anchor Marching

Band Percussionist Graduated six months

early with 3.8 GPA

December 2009

