

# KRISTEN REAMES

## SOCIAL MEDIA MANAGEMENT & MARKETING STRATEGY

Social Media Strategy | Content Strategy | Integrated Campaigns | Creator Partnerships | Brand Development



kereames@gmail.com



408.427.2212



Los Angeles, CA



linkedin.com/in/kreames

Social media and content strategy leader with 8+ years of experience translating brand objectives into culturally driven, platform-native campaigns across agency and in-house environments. Equally fluent in data-driven strategy and hands-on creative direction — spanning integrated campaign development, creator partnerships, paid social, and social commerce. Known for building scalable systems, mentoring creative teams, and delivering measurable growth across Instagram, TikTok, YouTube, and more.

### EXPERIENCE

Nov 2025 - Present

#### Senior Manager - Social Media & Content

Fullsphere Digital - Los Angeles, CA

- Led a social-first brand strategy overhaul and rebrand that drove a 71% increase in sales for a flagship client, spanning platform repositioning, creator partnerships, and integrated campaign execution.
- Own end-to-end social and content strategy across 20+ brands in food & beverage, wellness, entertainment, and lifestyle, developing culturally driven, platform-native campaigns.
- Lead influencer and creator partnership strategy, identifying talent, shaping collaboration concepts, and integrating creator content into broader campaign ecosystems to drive reach and cultural impact.
- Direct cross-functional creative production across design, video, and content teams; personally produce assets in Canva, CapCut, and Lightroom while overseeing advanced post-production via Adobe Creative Suite.
- Manage end-to-end content operations via Loomly and Trello, overseeing scheduling, approvals, and performance tracking while reviewing 500+ monthly assets across video, photo, and copy.

Jun. 2024 - Nov 2025

#### Manager - Social Media

Fullsphere Digital - Reno, NV

- Owned and optimized core social KPIs: engagement, reach, follower growth, and conversion, delivering consistent month-over-month performance improvements across a multi-brand portfolio.
- Developed and executed integrated content strategies, platform-native campaigns, and end-to-end production pipelines utilizing Loomly and Trello, ensuring creative aligned to cultural trends and audience behavior.
- Led brand voice, messaging strategy, and social rebrands across multiple client accounts, modernizing visual identity and maintaining creative consistency across social, email, and scripted content at scale.
- Directed full content production lifecycle, producing assets in Canva and CapCut while overseeing platform-specific creative execution on Instagram, Facebook, TikTok, YouTube, LinkedIn, Threads, & more.
- Monitored platform algorithm shifts, emerging formats, and cultural moments, continuously adapting content strategy to improve reach, engagement, and conversion performance.

Jan. 2023 - Jan. 2024

#### Lead - Brand Marketing

Media Red - Culver City, CA

- Led integrated social and influencer campaigns supporting product launches, brand activations, and entertainment marketing initiatives.
- Developed cultural strategy, creative direction, and social media for high-visibility, culturally driven campaigns.
- Presented performance insights and strategic recommendations to senior stakeholders, driving data-informed optimization and campaign pivots.
- Conducted brand audits, competitive analysis, and audience research to sharpen positioning and inform campaign strategy.

Jun. 2020 - Jan. 2023

#### Senior Strategist - Consumer Marketing & Social Media

ChowNow - Culver City, CA

- Drove a 32% increase in mobile app downloads, converting 1.7M+ web users through integrated paid and organic social campaigns across Meta, Instagram, and emerging platforms.

- Developed multi-channel marketing strategies, combining organic and paid social, influencer partnerships, and strategic brand partnerships, contributing to \$300M+ in restaurant client sales.
- Architected paid social campaigns across Meta Ads, including audience segmentation, creative testing, and performance optimization; leveraged Sprout Social and Hootsuite for reporting and workflow management.
- Built brand partnerships and PR initiatives while directing integrated campaign execution across internal teams and external vendors for launches, events, and activations.
- Led an 8-week Smorgasburg brand activation across New York and Los Angeles, managing on-the-ground social coverage, content production, and real-time campaign execution across both markets.

Sept. 2019 - Jun. 2020

### Digital Content Coordinator

ChowNow - Culver City, CA

- Grew website traffic by 67% through paid and organic social, driving measurable increases in diner acquisition.
- Managed social content calendars and influencer partnerships via Hootsuite and Google Suite.
- Led cross-functional content strategy meetings with sales, creative, and product teams, driving stakeholder alignment and campaign execution against OKR frameworks.
- Spearheaded the social and content marketing launch for ChowNow's Instagram native ordering experience, introducing in-app social commerce capabilities to restaurant partners across the platform.

Aug. 2018 - Sept. 2019

### Assistant Media Planner

Deutsch LA - Playa Vista, CA

- Contributed to integrated campaign strategy for Patagonia supporting a high-impact political advocacy initiative that successfully elected two pro-public lands governors across Nevada and Montana.
- Managed paid social and digital campaign optimization and reporting across client accounts, improving ROI and KPI performance.
- Applied Brandwatch, Simmons, Nielsen, and Comscore to develop audience intelligence, media planning frameworks, and competitive positioning.

## SKILLS

---

**Social Strategy & Content** Social Media Strategy | Content Strategy | Integrated Campaign Development | Cultural Strategy | Brand Voice & Messaging | Community Management | Social Commerce | Platform Innovation | Trend Forecasting | A/B Testing

**Paid & Organic Social** Paid Social Strategy | Meta Ads | Audience Segmentation | Creative Testing | Cross-Channel Campaign Execution | Email Marketing | Performance Optimization

**Influencer & Creator** Influencer Marketing | Creator Partnership Strategy | Talent Identification | Brand Partnerships | Creator Management

**Analytics & Reporting** Sprout Social | Google Analytics | Meta Business Suite | TikTok Analytics | Brandwatch | Nielsen | Attribution Modeling | Social Listening | KPI Tracking & Performance Reporting

**Content Production & Creative** Canva | CapCut | Lightroom | Adobe Creative Suite | Short-Form Video | Creative Direction | Platform-Native Content

**Tools & Project Management** Loomly | Trello | Asana | Notion | Mailchimp | Google Suite | ChatGPT | Claude

**Leadership & Cross-Functional Strategy** Cross-Functional Leadership | Stakeholder Management & Presentations | Client Relationship Management | OKR Framework Execution | Competitive Analysis

## EDUCATION

---

### Loyola Marymount University — Bachelor of Business Administration, 2018

- LMU M-School Institute of Marketing, 4th Cohort — a selective, agency-model marketing program focused on real-world brand strategy and campaign development
- Honors Cohort | Agency M of the LMU M-School
- Delta Gamma Sorority, Director of Pursuits

### UCLA Continuing Studies — Marketing, Storytelling & Consumer Behavior