

TRACY OWENS VANCE

CONTACT

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- <https://tracyowens.weebly.com/>
- The San Francisco Bay, USA

EXPERTISE

- Strong project management skills to meet goals
- Strong understanding of social media marketing, principles, best practices
- Strong communication skills with a variety of audiences
- Strong ideation skills for content, campaigns, strategies
- Strong analytical skills to measure campaign successes
- Strong technical skills in various social media platforms
- Excellent teamwork skills to achieve common goals

EDUCATION

UC San Diego

Theory of Communications

Sprinkler

Sprinkl Certified Administrator

BPT Partners

Social CRM Certified

REFERENCES

Beverly Jackson

- 310-977-2256
- beverlywatsonjackson@gmail.com

Lori Eggers Currie

- 303-880-5082
- leggers2011@gmail.com

WORK EXPERIENCE

Head of Marketing and Communications, Director of Operations

V+B LTD

- Created marketing and communications opportunities for large film projects through Influencer and celebrity relationships under V+B LTD and Vance & Brown consulting arm of the brand.
- Originated business development plans, acquired inventory and social marketing initiatives for V+B LTD along with day-to-day operation of the website, inventory, customer support, shipping and returns.
- Built out the design, functionality and content of both the V+B LTD and Vance & Brown websites.

Social Media Director

FLIPAGRAM

- Increased app downloads by developing, executing attractive social media strategies
- Translated KPI's for best use of future social media strategies
- Collaborated with product and engineering teams to address functionality successes and progress.

Social Media Marketing Director

YAHOO

- Provided strategic user engagement and integrated them for social marketing support for the brand, products, conferences, live streaming events related to Yahoo Live/ LiveNation events hosting major musical artists around the globe
- Created, analyzed, managed strategy for all paid efforts of various social channels

Social Media Consultant, "Red Tails" Film

Lucasfilm Entertainment Ltd

- Ideated, coordinated, managed social media marketing and customer relation efforts for the release of the "Red Tails" film.
- Successfully live streamed the *Red Tails* Red Carpet Premiere with accolades
- Managed engagement, editorial content, reporting and analytics across platforms.

Social Media Manager and Strategist

TRX Training

- Increased Facebook followers by 400% and Twitter followers by 300%+ in less than one year by gamifying products for trainers and other users.
- Elevated brand reputation with first-ever positive social business exposure in: customer service, engagement, monitoring, analytics, interactive opportunities.
- Offered new ways to assist fans' needs by trained staff on social customer service, engagement rules, crisis management.
- Strategized new opportunities for cross-functional integration, spanning all areas of the business.

Social Media Producer and Merchant Coordinator

Gap Inc. Direct

- Attracted consumers by 45% via first-ever social media presence for Piperlime with unique posts promoting products and designing contests.
- Managed over 200 products over three departments per season for sale via the Piperlime website. This includes HTML, editorial copy, image approval/upload and product reviews.