

Kristina Devega

kristina.devega@gmail.com | kristinadevega.com

Experience

Razorfish, Atlanta, GA

May 2018 – Present

Associate Director, Social Content & Engagement Strategy

- Led social media strategy including creative brief writing, social media event planning, editorial calendar briefs, creative campaign execution, and social media campaign reports for Mercedes-Benz USA, Mercedes-Benz Vans USA, Michelin, and BFGoodrich
- Increased scope by 166% in 2021 and successfully increased scope by another 35% in 2022
- Launched an ambassador program creating a new content stream of brand-owned content, while also building social media clout
- Managed content creator outreach, identifying creators who fit the brand ethos and contribute to meeting brand social media goals, and maintained creator relationships

Freelance, Atlanta, GA

June 2017 – May 2018

Social Media Marketer

- Managed budgets and art direction for organic and paid content on Facebook, Instagram, and Pinterest that resulted in an increase of website traffic 27%
- Constructed and presented monthly analytics to clients with social media reports indicating trends, strengths, weaknesses, and next-step recommendations
- Conducted social media audits and pitched social media content strategies to prospective and current clients

Kelly's Kids, Austin, TX

February 2015 – August 2015

Social Media Manager

- Oversaw social media content process from ideation, creation, publishing, to monthly analytics reports and managed multiple online communities, providing one-on-one online customer support
- Introduced social media benchmarks and monthly/quarterly reporting, content editorial calendars, and digital asset management that improved overall social media output and archival of products
- Worked with several teams to ensure alignment on consumer messaging in email, website, paid media, paid social media, and organic social

BFG Communications, Hilton Head, SC

December 2011 – October 2014

Content Manager

- Collaborated with multiple creative and production teams to create original content, producing over 30+ pieces of branded content monthly for Snyder's-Lance and Coca-Cola
- Pitched social media content plans for potential/current clients and launched new clients' content plans and structure
- Led weekly content department meetings, resulting in a monthly thought leadership publication distributed to leadership teams and the entire agency

Skills

Social media strategy, social media analytics, market research, paid media, copywriting, content creation and planning, community management, trendspotting

Education

Oglethorpe University, Atlanta, Georgia

Bachelor of Arts in Communications and Rhetoric, Art History Minor