

Gabriella Ginsburg

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Social Media Coordinator Summary

Dynamic and growth-focused social media coordinator with 4+ years' experience who currently manages digital marketing efforts, advertising campaigns, and the development of business growth strategies for a \$30M+ revenue luxury candy company. Previously at BuzzFeed, through the creation of consistent, creative, and engaging content, I launched 2 Facebook Pages that attracted 18K+ followers in 6 months, generated 1200+ link clicks on Twitter to drive traffic and affiliate revenue, and grew Pinterest engagement by 150% month over month.

Core Competencies

Full Cycle Digital Content Creation and Management | Social Networking Tools | Social Media Management Software | Advertising Campaigns | New Business Development | Marketing Strategy | Market Trend Analysis | Public Relations & Communications | Cross-Functional Collaboration | Customer Service | Revenue Generation | Data Analysis | Graphic Design | Affiliate Revenue | Paid Media | Paid Search

Professional Experience

Sugarfina LLC, Los Angeles, CA

2023 – Present

Digital Marketing Associate

- Executes day-to-day digital marketing strategies across email, SMS/MMS, Google, Amazon, Facebook, Instagram, Pinterest & TikTok.
- Curates Paid Media Advertising campaigns to increase website conversions by sticking to a monthly budget of \$32K.
- Works with the E-Commerce and brand marketing teams to liaise and implement best practices.
- Grew Pinterest traffic, clicks, and engagements by over 110% month over month.

BuzzFeed, Los Angeles, CA

2021 – 2023

Junior Social Media Strategist / Social Media Fellow

- Created platform, audience, and commerce content strategy for BuzzFeed's social media channels, including Facebook, Instagram, Twitter, Pinterest, and TikTok, with a combined following base of 500,000+ followers.
- Generated 1200+ link clicks on BuzzFeed Main and Shopping Twitter accounts to drive traffic and affiliate revenue.
- Launched 2 Facebook Pages and developed consistent, engaging, and creative content leading to a following of 18K+ within 6 months.
- Optimized commerce link clicks by 100% month over month on As/Is Instagram page.
- Developed, organized, and oversaw the scheduling of content for Shop BuzzFeed merchandise across all BuzzFeed channels.
- Grew Pinterest traffic, clicks, and engagements by over 70% month over month.

Yes& Agency, Alexandria, VA

2021

Digital Marketing Intern

- Developed campaigns that significantly increased engagement on LinkedIn, Twitter, GDN, and Facebook.
- Tracked KPIs and performance analytics on Paid Media campaigns via Google Dashboards.
- Developed a new Google Dashboard to centralize the agency's social media and website data.
- Assisted the Digital Marketing team in formulating the company's social media strategy.

Education

University of Florida – Gainesville, FL

2021

Bachelor of Science in Public Relations with a Minor in Sociology

Certifications

HubSpot Social Media Marketing Certification, 2021 | HubSpot Content Marketing Certification, 2021
Google Analytics for Beginners, 2020 | Hootsuite Platform, 2020 | Hootsuite Social Marketing, 2020

Technical Proficiency

Listrak | Attentive | Microsoft Office Suite | Canva | Google Apps | Adobe Creative Cloud | Canon Rebel T7i