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AUBURN UNIVERSITY
BACHELOR OF ARTS IN INDUSTRIAL DESIGN
MINOR: SPANISH

JUSTIN ALEXANDER

BRAND MANAGER & SOCIAL MEDIA TEAM LEAD

FEBRUARY 2021 - PRESENT

- Lead, oversee, edit and provide direction for social strategies and content calendars across all five Justin Alexander brands and social media team
- Lead production team on Lillian West social and campaign shoots from concept to post-production
- Continue to manage day-to-day operations and Lillian West's social channels
- Lead on location scouting, prop sourcing, styling on Lillian West social and campaign shoots
- Increase Lillian West follower growth by over 70%
- Continue to lead social media team with social analytics across all five JA brands
- Create, lead, and execute new social media reporting outlines, analytics, insights and takeaways across all five JA brands
- Develop and execute social influencer marketing strategies, tactics, and activations on a seasonal and ongoing basis
- Identify and build relationships with social-first content creators and influencers
- Write, pitch, and execute creative concepts and social strategies across multiple accounts and social channels

SOCIAL MEDIA MANAGER

AUGUST 2020 - FEBRUARY 2021

- Managed the day-to-day operations of Lillian West and Adore by Justin Alexander while growing the accounts by over 50K new followers across both brands
- Led and developed a new reporting analytics system across all Justin Alexander brands to ensure content continued to hit the set KPIs
- Reported on social media results on a monthly and quarterly basis to pivot content plans to optimize the learnings found in the reports
- Conceptualized, sourced, project managed, and executed on-location photoshoots for our website, sales, and social media platforms
- Established, promoted, and dictated the ideation and strategy to increase engagement across all email marketing campaigns
- Ensured email campaigns are mobile-friendly and optimized for gaining an audience to our website/store locator
- Oversaw and optimized community management systems to nurture customer relations

SOCIAL CHAIN

SOCIAL MEDIA STRATEGIST

OCTOBER 2018 - MAY 2020

- Created, promoted, and managed day-to-day operations of clients' social media channels
- Developed monthly content calendars and executed content strategy to continually strengthen engagement while driving key priorities
- Analyzed data to provide insights, suggested content strategy and empowered content creators to build unique, compelling, and engaging content
- Worked alongside production and project management to ensure shoots on location and in-studio are social-first
- Assisted production team in developing, planning, and executing social content across clients

TUPPERWARE BRANDS

GLOBAL MARKETING INTERN

JUNE 2018 - OCTOBER 2018

GLOBAL SOCIAL MEDIA STRATEGY INTERN

MAY 2017 - AUGUST 2017

- Supported the Worldwide Digital Marketing strategies while coordinating B2B efforts for Extend a Hand, a global social media movement
- Created, designed targeted B2C emails as well as graphics for internal reviews and presentations
- Rebranded Tupperware US & Canada's social strategy organically growing by 2K followers in less than 90 days
- Pitched and executed social media strategy, content and analytics across all social channels

HINT INC.

GRAPHIC DESIGNER

AUGUST 2017 - JANUARY 2018

- Pitched, designed, and created social illustrated content and infographics across both Hint Water and Kara Goldin's social media accounts
- Oversaw Twitter community management and posting strategy