

REEMA VAIDYA

A LITTLE BIT ABOUT ME...

Curious, bold, and endlessly passionate, I'm a seasoned digital marketer with 5 years of experience in the ever-evolving digital landscape, including influencer marketing. My brain never stops churning, constantly seeking out new trends and unique concepts to propel brands forward and captivate both existing and prospective audiences. With a knack for innovative thinking and a relentless drive for success, I thrive on crafting compelling strategies that breathe new life into brands and spark meaningful connections in the digital realm.

MY MOST RECENT EXPERIENCE

Social Media And Influencer Specialist

Burt's Bees | New York (remote), NY | October 2023 - Current

- I excel in influencer collaboration, managing relationships and campaigns with influencers, overseeing budgets exceeding 100k.
- Actively participate in strategic planning, crafting and executing innovative influencer campaigns aligned with Burt's Bees branding.
- Coordinate with agencies to conceptualize and execute campaigns, editing briefs, ad copy, and social media content.
- Engage in the ambassador program, maximizing brand exposure and fostering strong relationships.
- Track and prepare campaigns pre-launch for successful execution and brand consistency.
- Continuously contribute to the dynamic social media landscape, brainstorming new strategies to evolve.

Account Lead

Blue Tick Social | New York (remote), NY | October 2023 - Current

- I manage 3 client accounts simultaneously, tailoring strategic marketing initiatives to each client's objectives.
- I oversee content creation and manage social media platforms, ensuring brand consistency and driving sales and growth..
- With a strong sales focus, I have a track record of driving revenue growth for clients across diverse industries.

Current Clients: Eklin Athletics, Potomac Plastic Surgery, Image Shield

OTHER NOTEWORTHY EXPERIENCES

Dujour Media-Luxury Publication: Fashion and Editorial Assistant

SelectFew-Growth Factor Agency: Community Manager

SHOWFIELDS NYC-Retail & Marketing: SEO Writer

Les Belles-E-commerce Brand: Social Media and Influencer Manager

Behno NYC-Luxury & Sustainable Goods: Social Media Marketing Assistant

Modrn Sanctuary-Wellness Spa: Social Media and Influencer Manager

CONTACT

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🔗 [Bold Profile](#)

SKILLS

- Social Media Strategy
- Campaign Management
- Influencer Marketing
- Content Development
- Sourcing
- Brand Awareness
- SEO
- Digital Advertising
- Marketing Strategies
- Graphic Design
- Meta
- Community Management
- Customer Engagement
- Google Analytics
- Branding
- Brand Management

EDUCATION

Bachelor of Arts

Multimedia Journalism
University of South Carolina , Columbia, SC

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