

Social Media Campaign Highlights:

Strategy & Implementation: I led the strategic planning and execution of comprehensive social media campaigns that spanned various platforms. My role involved in-depth market analysis, content curation, and leveraging the unique algorithms of each social media network to maximize reach and engagement.

Results:

- Achieved over 1 million post engagements, signifying the content's resonance with the audience.
- Accumulated 2.1 million minutes viewed on video content, reflecting high viewer retention and interest.
- Reached 13.6 million people, more than 80% increase from the previous period, demonstrating the vast impact and visibility of the campaign.
- A significant spike in profile visits and website taps, translating into potential leads and customers.

Top Videos

Based on reach



Add videos to see your top-performing videos by reach.

Top Live Videos

Based on reach



Start a live video to see your top-performing videos by reach.

Impressions

2,253,723

Profile Activity ⓘ

13,722

Profile Visits

13,528

Website Taps

194