

## MELINDA R. LINTON - SOCIAL MEDIA MANAGER

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### SOCIAL LISTENING - ANALYTICS - SOCIAL MEDIA STRATEGY

Social media manager with extensive agency experience specializing in leveraging social listening tools (*Sprinklr, Hootsuite, Brandwatch*) to track brand sentiment, manage crises, and discover emerging trends. Utilizes data, analytics, and customer insights to increase engagement, improve sentiment, and inform strategy. Creates reporting to monitor key performance metrics. Collaborates cross-functionally. Remains up-to-date on digital trends, social media platforms, and best practices.

#### SKILLS

Social Listening & Monitoring • Data Analysis • Social Media Strategy • Crisis Management • Cross-Functional Collaboration  
Reporting • Customer Insights • Social Media Trends & Best Practices • Sprinklr • Hootsuite • Brandwatch • Google Analytics  
Facebook • Instagram • X • TikTok • Pinterest • Threads • YouTube

#### PROFESSIONAL EXPERIENCE

##### **Social Media Manager - Freelance - Remote**

05/23 - Present

Drive engagement, brand sentiment, and sales for brands via social media content and analytics projects. Complete competitive analysis on sentiment and engagement. Monitor social media trends and algorithm changes. Identify and capitalize on emerging topics of interest.

- o **Social Media Strategy:** Create and manage social media campaigns inclusive of brand voice, trends, and client goals.
- o **Analytics:** Monitor brand sentiment and analyze campaign data for customer insight, crisis management, and real-time adjustments.
  - Present creative briefings, findings, and recommendations to clients to inform/revise strategy.
- o **Copywriting:** Author compelling, action-inspiring blogs, scripts, copy, and captions to connect with audiences.

##### **Organic Community Engagement Manager - Vertisystems (Uber/UberEats) - Remote**

12/21 - 07/23

Protected and improved reputation through social media listening and engagement via Sprinklr in an agency environment. Partnered cross-functionally with customer care teams to address negative sentiment and control the online conversation.

- o **Social Media Listening:** Utilized Sprinklr to actively listen and monitor brand and competitor mentions/sentiment.
  - Proactively identified and mitigated content with the potential to go viral
  - Actively engaged with food brands to create positive sentiment and increase engagement
  - Authored playbook and framework for community management including brand voice and brand tone
- o **Copywriting:** Author compelling, engaging copy, and captions to connect with audiences.
- o **Crisis Management:** Developed and implemented crisis management strategies; partnered cross-functionally to quickly resolve elevated issues.
  - Prevented wide-spread brand reputation damage by partnering cross-functionally to resolve celebrity/influencer negative sentiment tweets/comments
- o **Analytics & Reporting:** Created and monitored campaign, engagement, and sentiment dashboards via Sprinklr; authored reporting and presented findings to leadership to inform strategy.

##### **Community Social Media Manager - Aditi Consulting (Samsung) - Remote**

02/20 - 12/21

Social Media Manager for agency client, Samsung. Collaborated with internal teams B2B and B2C agency partners to implement organic social media campaigns to align with marketing strategies. Provided community management to monitor, engage, and nurture online communities.

- o **Social Media Listening:** Managed timely responses to comments and customer queries via Sprinklr; applied de-escalation techniques to transform negative engagements into positive sentiment.
  - Identified brand-to-brand interactions and influencer partnerships to increase brand exposure and reach new audiences
- o **Cross-Functional Collaboration:** Partnered with internal teams to integrate consumer insights, preferences, creative inspiration, social trends, and best-in-class examples into broader strategies.
- o **Copywriting:** Author compelling, engaging copy, and captions to connect with audiences. Authored playbook and framework for community management
- o **Data Analysis & Reporting:** Analyzed social media metrics and conversation data to identify trends and mitigate risk.

- Created and distributed reporting with actionable recommendations to leadership

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#### **Digital Marketing & Communication Strategist - Digital Solutions Team Agency - Part-Time Remote** 02/20 - 12/21

Managed a diverse portfolio of client accounts, meticulously planning and implementing social/digital strategies across Facebook, Instagram, Twitter, and LinkedIn. Maintained working knowledge of digital and email marketing trends.

- o **Social Media Management:** Executed and monitored digital marketing campaigns via Hootsuite, Later, and Buffer to drive brand awareness, growth, and improve brand sentiment.
- o **Communication & Collaboration:** Facilitated meetings with clients and internal teams to translate campaign performance data into actionable insights.
- o **Data Analysis & Reporting:** Utilized Google Analytics to monitor, analyze, and report on marketing activities, fueling data-driven strategies and retargeting efforts.
- o **Copywriting:** Author compelling, engaging copy, and captions to connect with audiences

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#### **Social Media Community Analyst - ICF Agency (Delta Airlines & Ambetter Healthcare) - Part-Time Remote** 03/18 - 11/19

Compiled, analyzed, and presented analytics, trends, and best practices to cross-functional teams to improve social media strategy and performance.

- o **Social Media Listening:** Utilized Sprinklr and Brandwatch to track and monitor brand perception, crisis, competition, and industry conversations.
- o **Data Analysis & Reporting:** Developed data models, reporting systems, data automation systems, dashboards, and performance metrics using Boolean queries.
  - Created recurring performance reporting to translate platform analytics into actionable insights and recommendations
- o **Crisis Management:** Monitored real-time conversations during critical events; provided reporting and recommendations to customer care teams for resolution and to prevent/mitigate viral content.

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#### **Content Manager - Sally Beauty - Remote** 09/17 - 03/20

Managed and executed organic social media/digital marketing strategies across Facebook, Instagram, Twitter, and LinkedIn. Remained abreast of trends and industry best practices.

- o **Social Media Management:** Monitored, analyzed, and reported social media performance, set and exceeded KPIs.
- o **Data Analysis & Reporting:** Compiled and analyzed social media data for reporting.
- o **Collaboration:** Partnered cross-functionally to integrate business priorities into social media content

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#### EDUCATION

**Master of Science** - Marketing, Analytics Specialization - WGU - May 2025 *Expected*

**Bachelor of Science** - Human Resources and Digital Marketing - Strayer University