

MANDY GROOM

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Profile:

I'm a social media and marketing professional with 5+ years of experience creating dynamic marketing campaigns across organic and paid platforms including Facebook, Twitter, Instagram, YouTube, TikTok, Pinterest, and Threads.

My skillset blends project management, team leadership, and social media analytics.

Professional Experience:

Marie Forleo International | 2023 - Present

Social Media Manager | 2024 - Present

Social Media Coordinator | 2023 - 2024

Digital courses & content founded by entrepreneur Marie Forleo; total audience of 3.2M across platforms.

Began as a coordinator; promoted ahead of schedule to manager due to top performance. Oversaw strategy, creation, and posting daily content across all social media platforms. Tracked performance metrics and used data to inform growth-focused strategy.

- **Social Media Conversion:** Created launch campaigns for organic social media, netting in a 75% conversion rate; grew click-through rate on ManyChat to 60%.
- **Social Media Strategy:** Grew overall follower count by 25% across platforms.
- **Team Management & Mentorship:** Led a team of contractors through production of organic and paid marketing content; engaged with internal and external communities, including management of DMs, comments, and social media interactions.
- **Project Management:** Oversaw social media tech scheduling software (e.g. HeyOrca, Sprout, Hootsuite) and automated engagement chat tools (e.g. ManyChat); managed production process of affiliate promotion assets, content, and calendar for key launches.
- **Content & Ad Creation:** Developed and managed video ads for paid media platforms; designed social media content including clips, quote cards, reel covers, Pinterest pins, and trending memes.

Mandy Marie Art | Owner, Artist, & Social Media Manager | Glyndon, MN | 2019 - Present

Manage the social media and marketing for self-owned small business.

- **Sales Growth:** Increased YOY sales by **30%** through creation and management of content (including graphics and videos) for blog posts, landing pages, and social media campaigns.
- **Audience Growth:** Grew overall social media followers to 82.7k (across Instagram, Facebook, Tiktok, Twitter, and YouTube); managed a Pinterest account that earned over 4 million views a month.

North Dakota State University | Fargo, ND | 2014 - 2023

Academic Advisor & Lecturer, School of Nursing/College of Health Professions | 2015 - 2023

Transfer & Communications Coordinator, Office of Registration & Records | 2014 - 2015

Managed the office's social media accounts, developing communication strategies to increase student engagement.

- **Data Analysis:** Led data-driven strategy decisions by conducting research and analyzing competitive landscapes and student behavior.
- **Strategic Communications:** Created and implemented publications, programming, and social media strategies to engage transfer students and facilitate new student orientation; developed targeted email communications and marketing materials.

Education:

North Dakota State University (Fargo, ND) | MS Education Leadership

Minnesota State University Moorhead (Moorhead, MN) | BS Health Services Administration, marketing focus

Hobbies & Interests:

- Art, music, culture, fashion, style, interior design, photography, storytelling, making things, and working alongside artists and creatives to tell powerful stories online.
- Exploration through travel, food (especially coffee and tea shops!), personal style, reading, gardening, and interior design