

Jillian Tyler

Social Media Expert - Freelance

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"I provide better results from a few hours of work
versus what you spend on inefficient paid ads or a full-time Social Media Manager."

- 100 million+ total people reached organically in career
- Gets clients viral on social media
- 300,000+ organic social media follower growth for clients
- 500,000+ organic social media follower growth in career
- 18 years of expertise
- 100,000+ organic Facebook follower increase for Trel's
- 24 million total Youtube video views for personal brand ItsJillStrif
- 180,000 organic Youtube subscriber growth for personal brand ItsJillStrif
- 2.5million+ organic TikTok reach within first 2 months for Channie's (8 million in first 6 months)
- 20 million+ organic Instagram reach for Mommyato
- 5.1 million+ weekly organic Instagram reach for Mommyato
- 30,000 organic Facebook follower growth in first three weeks for Trel's Home For Children (100,000+ followers currently)
- 1 million organic Facebook reach in first month for Trel's Home For Children
- Millions reached weekly on Trel's Home For Children Facebook
- 40,000+ organic Instagram follower increase for Mommyato
- 9 million total Youtube video views for Existence Media
- 6 million organic monthly Facebook reach for Kitchen Tune-Up Wilmington
- 2.3 million organic weekly Facebook reach for Kitchen Tune-Up Wilmington
- 80,000 organic Facebook follower increase for Kitchen Tune-Up Phoenix-Pellman (in 4 months)
- 1 million monthly organic Facebook reach for Mommyato
- 26,000 Facebook organic follower increase for Kitchen Tune-Up Wilmington (in 3 months)
- Social Media management of multimillion-dollar companies
- Expert in reading diverse audiences for maximum, relatable impact
- Winner of social media contests for The Walt Disney Company and Volvo Penta
- Recipient of 100,000 Youtube Subscribers Award
- Have many great client testimonials and clients who continue to work with me for years

Skills

- Millions+ Increase In Organic Reach/Followers Multiple Times For Multiple Clients
- Credited With Generating \$1 Million in sales in 1 month via my Social Media Marketing

- Repeatedly viral Tiktok, Instagram, and Facebook videos
- Innovative/Pioneering Ideas For Content and Reach Strategies
- Expert Growth Strategies For TikTok, Instagram, Facebook, and Youtube
- Invited Guest Panel Speaker For Multiple Youtube Convention Events (Vidcon, PlaylistLive)
- Bachelor of Science – Business Marketing
- Successful Management of Many Social Media Accounts At Once
- Basic Graphic Design and Video Editing
- Original Content Creation and UGC
- Influencer Collaboration Management

EXISTENCE MEDIA

Freelance client

- Youtube videos accumulated over 9 million+ views

CHANNIE'S VISUAL HANDWRITING

Freelance client

- 2.5 million organic TikTok reach within first 2 months
- 8 million organic TikTok reach in first 6 months
- Viral Tiktok videos within first 2 months at 2 million views, 157,000 views, 154,000 views, 142,000 views, and 52,700 views
- 1700+ new Tiktok followers within first 2 months
- 4,000+ organic follower growth on TikTok within first 6 months

MOMMYATO

Freelance client

- 20 million+ monthly organic Instagram reached
- 5.1 million+ weekly organic Instagram reached
- 40,000+ organic Instagram follower increase
- 1 million monthly organic Facebook reach increases
- Manage and create all details and communication with Influencers for campaigns for giveaways, website promo, etc

TREL'S HOME FOR CHILDREN

Freelance client

- 30,000 organic Facebook follower growth in first three weeks
- 100,000+ organic Facebook follower growth
- 1 million organic Facebook reach in first month
- 4 million+ organic Facebook reach repeatedly per month

BALIN EYE & LASER CENTER

Freelance client

- Incorporation of first video testimonials for social media which include editing content sent to me from client
- Meme comedy content creation increasing reach by thousands of people weekly

B. COLEMAN AVIATION

Freelance client

- 93,900 organic monthly Facebook follower reach in first few weeks
- Hundreds of new followers gained in first few weeks
- Creative promotion of events

KITCHEN TUNE-UP WILMINGTON

Freelance client

- Created Facebook and Instagram accounts
- 6 million monthly organic Facebook reach increase
- 2.3 million weekly Facebook organic reach increase
- 26,000 organic Facebook follower growth increase (from 200)
- 32,000 organic Instagram reach increase within one month (from 0)

KITCHEN TUNE-UP PHOENIX-PELLMAN

Freelance client

- 2.8 million weekly organic Facebook reach increase after 3 month start
- Grew organic Facebook followers from 600 to 80,000 in 4 months
- 3.3 million monthly organic Facebook reach increase people after 3 month start

ITSJILLSTRIF, OWNER/CONTENT CREATOR

1/2010 to 5/2015

My online lifestyle brand I created, garnering 24 million+ Youtube video views, 180,000 subscribers, collaborations with Lionsgate among other companies, represented by MCN in Los Angeles

- Reached over 24 million+ Youtube views organically
- Most viewed video has 8,500,000+ views, second most viewed has 2,000,000+ views
- Generated 180,000 Youtube subscribers
- Generated 10,000+ Twitter followers
- Global engagement (most viewers are from United States, United Kingdom, Canada, Australia, Ireland)
- Brand deals and opportunities for ItsJillStrif include creating content for other Youtube channels, and collaborating with other Youtube brands to promote products
- Dynamic corporate exposure through relationships with companies to promote their products on ItsJillStrif (Gilly Hicks, Alex Woo, Dana Rebecca Designs, Vale Jewelry, Jennifer Zeuner, Marcia Moran)
- One of the winners of the Walt Disney Company Vine Your Disney Side contest
- Awarded Youtube Play Button for accumulating over 100,000 subscribers

WILMINGTON CABINET COMPANY

Freelance client (owner put company on hold for now)

- Created the Facebook and Instagram accounts
- Grew Facebook organic reach to 300,000 within one month (from 0)
- Accumulated 244,000 organic reach in one week
- Grew Instagram organic reach to 26,000 within one month (from 0)
- Grew Instagram followers to over 100 in 2 months (from 0)

KITCHEN TUNE-UP WINSTON-SALEM

Freelance client

- Created Facebook and Instagram accounts
- Grew weekly organic Facebook reach to almost 100,000 after a month
- Grew monthly organic Facebook reach to 171,000 after a month

DYNAMIC CREATIONS – RONKONKOMA, NY

Influencer Marketing and Social Media Manager, 7/2018 to 9/2019

Manages all social media and Influencer business for VIBLEO and all brands.

- Credited with generating over \$1 million in sales in 1 month via my Social Media Marketing
- Recruits Influencers and creators to work with our brands
- Grew organic Instagram reach per week from 1,000 people to 160,000 people
- Grew organic Instagram impressions per week from 4,000 to 318,000
- Manages an extensive pipeline of Influencers, staying organized and efficient while communicating with them
- Negotiates agreements and deals with influencers and talent
- Relationship management with our current influencer network and scouting of new upcoming talent
- Manages campaigns with Influencers based on business needs, content needs, KPIs and budget across channels
- Oversees daily social media marketing strategies, including the execution of social media campaigns on a variety of platforms Facebook, Instagram, Twitter, YouTube, Google+, Pinterest, Snapchat, and more
- Collaborates closely with the Senior Digital Marketing Manager and the overall marketing team to develop impactful and effective social media initiatives and content for the organization's channels, stations, programs, and shows
- Administers ongoing social media marketing timelines for each brands' social media accounts, complete with tactics and to-dos regarding short, mid, and long-term strategies and schedules
- Creates (and works with others to create) marketing collateral and content for social channels that increases viewers, listeners, fans and followers of the organization's channels, stations, programs, and shows
- Reports to management on a regular basis on social media marketing Key Performance Indicators (KPIs) and implements social media optimizations based off of analyses
- Researches and utilizes social media best practices, industry changes, and trends, and be an advocate to management and other personnel on adopting those that are compelling and justifiable

EARL ENTERPRISES / PLANET HOLLYWOOD INTERNATIONAL– Orlando, FL
Social Media Manager, 4/2016 to 5/2016 – [Chose to leave position due to job title change]
Multimillion-dollar company with 6 known brands with locations worldwide, over 3,000 employees and annual revenue of more than \$200 million

Sole Social Media Manager at Earl Enterprises managing all 6 brands through all social channels. Varied my social media voice based on different demographics per brand. Worked closely with Legal Department to execute creative ideas. Ended up working directly for owner Robert Earl, and chose to leave the position due to responsibilities change that veered too far away from my career goals.

Selected Accomplishments:

- Grew Earl of Sandwich Twitter link clicks from 90 to 4.9k. Grew Buca di Beppo Twitter campaign link clicks from 1.9k to 4.9k.
- Organically promoted a Buca di Beppo coupon offer on Twitter and Facebook that generated over \$10,000 sales for zero cost
- Responsible for the ongoing management and growth of company's social media presence in alignment with business strategies and direction
- Collaborated with several department teams and developed marketing and communications plans that leveraged the social media space Launched and designed 2 separate html5 websites linked to google analytics that directly increased web traffic and captured sales leads
- Owned the strategy and the execution of ideas
- Leveraged measurement tools to provide progress reports and insights, while continually finding ways to improve on those metrics through testing and new initiatives
- Demonstrated working knowledge and real-world experience in planning, managing and executing social media initiatives
- Developed real-world experience planning social media programs that span owned (eg Blogs), earned (eg Facebook) and paid (sponsored tweets)
- Demonstrated knowledge of digital marketing current best practices and understanding of digital production processes
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STRONG'S MARINE – Mattituck, NY
Marketing Assistant, 4/2017 to 6/2018

Multimillion-dollar company with 6 locations; Yacht and Boat Sales, Marinas and Yacht Clubs

Assists Marketing Manager with all aspects of the department. Contributions and ideas that span executing company events, management of all social media, providing input on marketing materials, and managing Client Delight Program.

- Grew Strong's Marine social media by 50%
- Manages all social media channels, including Facebook ads, and creates content to promote events, boat sales, our locations, and all aspects of growing and promoting the company
- Generated 170,000 total Facebook reach for videos, and 65,000 video views in one year
- Won 1st place in the 2017 Volvo Penta Walk Around Contest with a creative Facebook video getting 40,000 organic reach and 18,000 Facebook video views through strategic placement
- Assists with and helped plan successful sales, tradeshow and client events. Identified opportunities, collaborated with high profile vendors, and created brand enthusiasm.
- Lends creative input in designing flyers, graphics, e-blasts and other marketing materials for events and promotion

- Constantly improves Strong's NPS (Net Promoter Score) by reaching out to customers (via phone, email & survey) and ensuring customer satisfaction
- Contributes in planning, writing and managing website content
- Facilitated a digital marketing plan that directly led to the growth of boats sales, generating campaign response rates higher than the industry average.

Technology

Software: MS Office (Word, Excel, PowerPoint)

Education

LIBERTY UNIVERSITY – Lynchburg, VA

Bachelor of Science – Business Administration Marketing, 5/2015

Client Testimonials Available In Portfolio

All glory to God!