

MELINDA R. LINTON – SENIOR SOCIAL MEDIA MARKETING MANAGER

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SOCIAL LISTENING - ANALYTICS - SOCIAL MEDIA STRATEGY - CREATIVE DEVELOPMENT

Seven years of proven success in leading creative campaigns and social strategy, staying up to date with industry trends, working with various products and services, collaborating globally across multiple teams and channels.

SKILLS

Social Listening • Data Storytelling • Social Media Strategy • Crisis Management • Copy Writing • Cross-Functional Collaboration • Click-Up • Sprinklr Certification • Khros • Brandwatch • Google Analytics • FB • IG • TikTok • YouTube • Figma • Canva • Generative AI • Ecommerce • Prompt Design

EDUCATION

Master of Science - Marketing – Western Governors University – December 2025

Certified AI Consultant – December 2025

Bachelor of Science - Human Resources and Digital Marketing - Strayer University – 2018

PROFESSIONAL EXPERIENCE

Senior Social Media Marketing Manager – Aditi Consulting/(McAfee) – Remote 07/25 – Present

Monitored social media trends to capitalize on emerging topics of interest, turning complex cybersecurity and consumer tech topics into engaging, lifestyle-driven stories.

- Provide thought leadership and organic strategy across Instagram, TikTok, and Facebook, increasing engagement by +25% by launching trend-led, UGC-driven campaigns while simplifying cybersecurity into lifestyle storytelling campaigns.
- **Creative Direction:** Lead McAfee's transition to a consumer-first brand by developing emotionally resonant, social-first campaigns that humanize cybersecurity by integrating lifestyle storytelling with product education.
- Partner cross-functionally with Brand, Creative, and Product teams to evolve McAfee's visual identity and social tone of voice into a consistent, relatable brand across Instagram, TikTok, X, Facebook, and YouTube.
- **Track and report** weekly, monthly, and quarterly sentiment, growth, and engagement to inform content and strategy and clear recommendations.
- Develop a community management SOP that scales across global markets, ensuring on-brand execution of creative assets, tone, and platform strategy.
- Partner with the agencies to amplify customer stories, product updates, and thought leadership.
- **AI:** Creative experimentation using AI-driven tools (Copilot, ChatGPT, Canva, Adobe Express) to enhance storytelling, accelerate production, and expand creative testing.
- Created AI-powered research to support marketing operations, content intelligence, community management, and decision support, improving speed and consistency without sacrificing quality.
- **GTM Strategy:** Crafted data-driven B2B/SaaS GTM for TunnelBear using sentiment and social analytics, boosting engagement, raising brand sentiment, and driving double-digit sales.

Social Media Marketing Strategist –Freelance- Remote 07/23 – 01/25

Drove engagement, brand sentiment, and sales for brands via social media content and analytics projects. Conducted competitive analysis on sentiment and engagement. Monitored social media trends to capitalize on emerging topics of interest.

- **Community Management:** Developed and executed engagement strategies, deepening connections and increasing community size by 30% with cross-functional collaboration.
- Led trend-aligned social campaigns, incorporating brand voice, lifting organic reach and impressions by 15%.
- Led creative management on Instagram, TikTok, Threads, LinkedIn, and YouTube, driving a 3.2% engagement rate.
- **Brand Market Research:** Craft cultural and consumer insights and conduct competitive audits to inform authentic brand narratives and high-impact campaign strategies.
- Monitor brand sentiment and analyze campaign data to gain customer insights, manage crises, and make real-time adjustments, providing recommendations to inform and revise client strategies.
- **GTM Strategy:** Crafted data-driven B2B/SaaS GTM plans using sentiment and social analytics, boosting engagement, raising brand sentiment 22 %, and driving double-digit sales.

- Managing the product roadmap and developing a product strategy to meet the target audience.
- **Drove a 25% growth in community size and a 15% increase** in organic reach by implementing engagement strategies and trend-driven campaigns, increasing brand sentiment by 22%, and an average engagement rate of 3.2%
- Demonstrated the ability to analyze both quantitative and qualitative data and provide recommendations to execute to improve the overall community experience and influence decisions.

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.

- **Social Listening:** Utilized Sprinklr to actively listen and monitor brand and competitor mentions/sentiment.
 - Pre-empted viral-risk posts and partnered with food brands to boost sentiment and engagement.
 - Authored playbook and framework for community management, including brand voice and brand tone
- Grew Uber Eats' X and TikTok communities from 150-850K through viral-worthy food content, influencer collaborations, and optimized engagement strategies, driving positive sentiment upward by 40% and increasing audience engagement by 25% YoY.
- **Community Management:** Led the Community Management team, executing GTM-aligned strategies that boosted engagement and operational performance.
- Developed and implemented crisis management strategies; partnered cross-functionally to resolve elevated issues quickly to safeguard brand reputation.
- **Analytics & Reporting:** Created and monitored campaign, engagement, sentiment dashboards, and workflows via Sprinklr; provided reports to senior leadership.
- **Brand Marketing:** Collaborated with the global team to develop critical insights and support campaign strategies.

Social Media Marketing Strategist - 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. Led community management team.

- **Social Media Listening:** Managed timely responses to comments and customer queries via Sprinklr; applied de-escalation techniques to transform negative engagements into positive sentiment.
- Drove 65% growth in Samsung's TikTok/Instagram communities through data-driven content strategies, influencer partnerships, optimized engagement, increasing positive sentiment by 25%, and a 4.1% average engagement rate.
- **Cross-Functional Collaboration:** Partnered with internal teams to integrate consumer insights, preferences, creative inspiration, social trends, and best-in-class examples into broader strategies.
- Spearhead B2B community management and customer success, optimizing budgets to fuel growth, engagement, and operational excellence.
- Authored and deployed a global Community Management SOP, establishing a standardized playbook.
- **Data Analysis & Reporting:** Analyzed social data to surface trends and risks, then delivered insight reports to senior leadership.

Digital Marketing & Communication Strategist - Digital Solutions Team Agency - Part-Time Remote

03/20 - 10/21

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.

- **Social Media Management:** Executed and monitored digital marketing campaigns via Hootsuite, Later, and Buffer to drive brand awareness, growth, and improve brand sentiment.
- **Communication & Collaboration:** Facilitated meetings with clients and internal teams to translate campaign performance data into actionable insights.
- **Social Listening:** Monitored Reddit forums on consumer conversations to generate informed strategic marketing initiatives for industry clients.
- **Data Analysis & Reporting:** Utilized Google Analytics to monitor, analyze, and report on marketing activities, fueling data-driven strategies and retargeting efforts.

Social Media Community Analyst - ICF Agency (Delta Airlines & Ambetter Healthcare) - 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.

- **Social Media Listening:** Utilized Sprinklr and Brandwatch to track and monitor brand perception, crisis, competition, and industry conversations.
- **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
- **Crisis Management:** Monitored real-time conversations during critical events, including verification of the authenticity of accounts, and provided reporting and recommendations for resolution to mitigate negative sentiment.

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.

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