

TEVIN JOHNSON-CAMPION

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PROFESSIONAL EXPERIENCE

Giadzy

06/2024 - 12/2024

Social Media Lead

- Developed and implemented strategic and differentiated plans across Giadzy platforms and Giada De Laurentiis's personal social accounts to enhance visibility for both brands.
- Monitor social media analytics for KPIs and provided regular reports on effectiveness of campaigns across platforms
- Oversee all social media platforms including Instagram, TikTok, Facebook, Twitter, and YouTube.
- Led social media content planning meetings to support overarching strategy, insights, and marketing initiatives.
- Led both customer service and social team to foster community management and engage with members of the brand community.
- Used project management tools, such as Dash Hudson, Google Drive, AirTable, and Meta Business Suite.

Digital Media Management

01/2022 - 06/2024

Senior Social Media Manager

- Oversee social campaigns for Hulu Originals such as *The Kardashians*, *The Dropout*, *Love, Victor*, *The D'Amelio Show*, *Dollface*, *Up Here*, *Welcome to Chippendales*, *How I Met Your Father*, *History of the World Part II*, and *The Orville*.
- Execute community management for Hulu Brand.
- Execute strategy for trailer launches, premieres, broadcast channels, social activations, and other key beats.
- Manage sentiment reports for social listening.
- Lead external communication with clients, while building and maintaining relationships.
- Build relationships with vendors to ensure deliverables are on time.
- Schedule posts via project management tools such as Google Drive, Sprinklr, and Meta Business Suite.
- Lead and mentor a small team of social media managers and interns for career development.
- Worked with creative team to ensure deliverables are accurate and on time.

Laundry Service

01/2021 - 01/2022

Social Media Manager

- Managed social media channels The OWN Network for shows like *Ready To Love*, *Queen Sugar*, *Love and Marriage: Huntsville*, *David Makes Man*, *Belle Collective*, and *Put A Ring On It*.
- Led external calls with client to ensure deliverables are on time.
- Executed community management on a daily basis.
- Activated and executed various social campaigns for season premieres, finales, and other big moments.
- Executed live-tweet sessions for various television shows, while maintaining community with fans.
- Monitored all social channels to identify strategic opportunities and flag potential issues.
- Scheduled and published all approved content through Facebook Creator Studio and Twitter Media Studio.

FX Networks

08/18 – 1/2021

Social Community Coordinator

- Managed community management on brand accounts totaling over 750,000 fans and followers.
- Managed official social media accounts for priority shows, such as *Pose*, *You're the Worst*, *Fargo*, *The Americans*, *Cake*, and *FX Docs*.
- Managed season launch, in-season, and sustaining campaigns.
- Executed live-tweet sessions for various episode launches and galvanized fans through community management.
- Worked within project management tools like Spredfast, Smartsheets, and Sprinklr to manage and plan all social publishing content.

K2 Publicity

02/18 – 06/18

Junior Publicist

- Coordinated interviews with talent used for New York Live!, EW, Refinery 29, and Newsweek.
- Assisted Senior Publicists with scheduling, booking, pitching, research, and film festival opportunities.
- Attended film festivals, such as SXSW and Tribeca and coordinated travel, interviews, and time management.
- Managed social media strategy and content rollout for company profiles.

Fizziology

11/17 – 02/18

Account Coordinator, International

- Managed weekly tracking spreadsheets for Warner Brothers, Sony, and Universal Studios.
- Analyzed data for various social media platforms: Twitter and Facebook.

EDUCATION

Bachelor of Science in Communication | University of Louisville | May 2017