

LYNSEY JACOB

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SOCIAL MEDIA & CONTENT MARKETING LEADER Specializing in social media strategy, content, and copywriting

Proven success in social media and content marketing, while being credited with high-quality content creation and paid media implementation across 6 campaigns. Recently led a team that grew by 75%. Highly skilled in social media strategy, content, and copywriting, with experience leading data-driven, cross-channel content strategies.

Core Competencies

- Social Media Marketing
- Content Marketing
- Email Marketing
- Creativity
- Content Creation
- SEO Writing
- Social Listening
- Adaptability
- Copywriting
- Influencer Marketing
- Data Analysis
- Tool Implementation

PROFESSIONAL EXPERIENCE

Far Post Media, Alexandria, VA

Social Media Director | August 2025-Present

Boutique public relations firm with a focus on advocacy and international relations.

- The only social and digital media expert in charge of managing the entire life cycle of social and digital execution and reporting across 6 campaigns.
- Planning, writing, and providing creative direction for 24+ pieces of content per month.
- Implementing paid media budgets totalling \$10K+ per month.
- Promoting a key campaign event that resulted in nearly 46K clicks to the website, a 2,000% increase over the average monthly traffic driving results from social media.
- Increasing social media following over an 8-month period by 32%.
- Guiding team members in how to implement SEO best practices in blog content.
- Collaborating with a senior team member to integrate Asana into the current project workflow.
- Incorporating AI tools into work processes, using both ChatGPT and Claude.

Reingold, Inc., Alexandria, VA

Director, Content Marketing | June 2024-March 2025 (Impacted by cuts to federal contracts)

Mission-focused marketing firm with a focus on nonprofit, government, and commercial clients.

- Managed a team of 7 content strategists and writers for a large-scale, high-profile project.
- Recognized as a “rockstar” by senior leadership during 2024 performance reviews in support of my promotion to director in June 2024.
- Implemented a new social media content strategy for a leading children’s hospital, resulting in a 204% increase in organic engagement and improved performance tracking using Monday.com.
- Led cross-channel content development that included social and paid media, email, web, and video; contributing to more than 1.6 million mental health resource uses.
- Spearheaded the implementation of tags and tracking in Hootsuite for a large-scale mental health-focused client covering 19 campaigns.
- Developed 10+ weekly social listening reports for a high-profile healthcare client using Brandwatch, which helped to inform real time social content creation and search optimization.

Senior Content Marketing Strategist | November 2019-June 2024

- Stepped into a leadership and management role in the absence of a content director from March 2024-June 2024.
- Spearheaded content development across a pharmaceutical client's consumer and HCP-focused campaigns; recruited and nurtured the brand ambassador program, which grew by 50%.
- Led content strategy for a large-scale healthcare client, covering 16 campaigns, including a national cross-channel marketing program contributing to a 156% increase in website visits.
- Developed SEO-optimized copy, resulting in 38.34% of site visitors scrolling 100% of the page.
- Created Facebook and search copy in a last-minute paid media campaign push for an education client, resulting in nearly 800 leads in three weeks.
- Facilitated an influencer campaign through Mavrck (now Later Influence) for a national museum, with 2 of the 5 creators garnering campaign engagement rates that surpassed their typical averages.

AARP, Washington, D.C.

Senior Community Advisor | May 2018-October 2019

Nation's largest nonprofit, nonpartisan organization dedicated to empowering people 50 and older.

- Managed the content planning and implementation on 3 social media properties under the AARP brand, publishing up to 40 pieces of content per month using social media CMS platform Sprinklr.
- Contributed to the content development for campaign launch on Instagram, which earned a 4.4% increase in brand trust; recognized as a finalist for the Shorty Social Good Awards.

Capital One, McLean, VA

Senior Copywriter (contract) | September 2017-May 2018

Fortune 500 financial institution and ninth largest bank in the U.S.

- Generated marketing copy and applied strategic best practices for 20-25 pieces of content for Capital One's sponsorship programs across social media, email, and digital ads.
- Liaised closely with the strategy team in the creation and development of effective digital content.
- Conducted extensive research into appropriate topics and subject matter for maximum success.

MXM (now Accenture Song), Arlington, VA

Senior Supervisor, Engagements and Insights | March 2016-September 2017

A content-focused leader in integrated marketing, cross-channel strategy development and creative execution.

- Recognized as "MVP" for outstanding work leading my team in January 2017.
- Produced engaging content that led to a primetime TV series becoming the most talked about on Facebook and Twitter in 2016 with 4.6 million tweets worldwide.
- Pioneered weekly and project-based reporting to track performance for an award-winning entertainment client; led live social listening event using Crimson Hexagon (now Brandwatch) to determine audience reaction and sentiment during season premiere.

Previous Roles: **Digital Marketing Manager** at HZDG (now Notorious111) | **Sr. Community Manager** at MMC | **Social Media Editor** at Panasonic | **Project Manager** at Bill Smith/Q2A (now QBS Learning) | **Research Specialist** at National Geographic

EDUCATION & PROFESSIONAL DEVELOPMENT

George Mason University, Fairfax, VA
Bachelor of Arts: Communications | Completed

HubSpot Academy
Digital Marketing Certification | Completed

Brandwatch
Analytical Skills Certificate | Completed