

# 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, earning a promotion to lead a team that grew by 75%. Highly skilled in social media strategy, content, and copywriting, with experience leading data-driven, cross-channel content strategies. Credited with high-quality content creation and thorough review of up to 75 pieces of content per month, exceeding client expectations.

### Core Competencies

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

## PROFESSIONAL EXPERIENCE

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.
- Described by project team lead as “communicative, collaborative, and proactive” in December 2023 mid-year review.
- 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 average campaign engagement rates that surpassed their usual averages, indicating a key audience demographic for the client.

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.
- Managed 2 junior team members, guiding them in all operations.

HZDG (now Notorious111), Rockville, MD

**Digital Marketing Manager** | March 2014-March 2016

*An independent, fully integrated creative agency specializing in branding, advertising, and digital.*

- Built content strategies for 6 clients across various industries, optimizing integrated digital campaigns with owned and paid media.
- Operated a successful paid social media campaign for a home builder, resulting in 58 scheduled appointments and 19 sold homes.
- Supplied strategic recommendations for social media influencer partnerships with a major hospitality client, driving a 53% increase in Instagram engagement and 2x growth in followers for their global concert series launch.

Previous Roles: **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