

Monica Ditsworth

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Social Media Marketing professional with experience in influencer marketing, lead generation, and community management. Proven ability to leverage social media to increase brand awareness, drive engagement, and generate leads. Great at creating content and fostering strong online communities with a passion for the beauty industry and its dynamic trends.

EXPERIENCE

Digital and Social Media Marketing Associate | The Lobby · Freelance
Nov 2024 - Present · 9 mos

- Implemented influencer marketing initiatives, directly leading to increased brand awareness for clients.
- Drove lead generation from all social media platforms.
- Maintained a strong online community by consistently and promptly responding to messages, fostering positive audience relationships and ensuring consistent community engagement momentum.

Social Media Director & Owner | Ratbone Skinny & The Oddball Club
Jan 2013 - Present · 12 yrs 7 mos

- Developed and executed comprehensive social media marketing strategies, including content calendar and review, and content editing and creation.
- Managed all aspects of social media channels, driving brand awareness, fostering customer relationships, and optimizing e-commerce sales.
- Data-driven insights to refine social media and improve conversion rates.

Freelance Social Media & Digital Consultant | Freelance
Mar 2015 - Present · 10 yrs 5 mos · Remote

- Developed and implemented social media strategies to set long-term goals, optimize profile and bio content, and establish strong platform positioning.
- Provided expert guidance on aesthetic consistency, posting schedules, and Stories calendar planning for enhanced brand presence.
- Defined content pillars and recommendations to take social media presence to the next level, including strategic posting on Stories to capture relevant cultural moments.
- Conducted in-depth analytics to inform content goals and overall strategy.
- Designed cohesive brand experiences across various social media platforms to increase engagement for small businesses.

Stylist and Social Media Graphic Design | Dopple
Jul 2020 - Jun 2021 · 1 yr

- Curated kid's clothing with a focus on user preferences.
- Assisted in simple, and cohesive design for marketing and team events.

SKILLS

Social Media Marketing:
Influencer Marketing, Lead Generation, Community Management, Social Media Strategy, Content Creation & Management, Graphic Design, Social Media Outreach, Brand Awareness, Customer Engagement

Digital Marketing: Digital Strategy, SEO & E-commerce Optimization, Marketing Campaigns, Email Marketing, Trend Analysis, Beauty Industry Knowledge, Sustainability Initiatives

UX/UI & Design: User Experience (UX), User Research & Testing, Visual Design, Prototyping

Business & Project Management: Project Management, Cross-functional Collaboration, Data Analysis, Problem Solving, Project Management Software (Google Docs, Dropbox)

EDUCATION & CERTIFICATION

Gonzaga University | BA: Sociology
(May 2008)

Parsons Design School | AAS:
Fashion Design and Merchandising
(Sept 2009)

Certifications: Google UX Design
Professional Certificate