

Diamond Alexis

Digital Marketer & Media Creative

experience

Social Media Manager Lead

GLOW Social & Digital Agency
June 2020 - Present

- Delegates daily social planning, rollout schedules, copywriting, editorial calendars and content labs for clients
- Leads live-tweeting / war room initiatives for high profile campaign launches
- Works alongside Account, Design, and paid media teams to facilitate efficient campaign execution and meet KPI goals
- Presents data and social conversations into actionable insights and recommendations for clients
- Spearheads client calls and prepares on-the-spot strategic recommendations
- Works closely with Project Managers and Senior Management to ensure projects stay within budget and scope

News Editor

Complex Networks
May 2020 - Present


- Works directly with Complex News Director and social teams to increase quality, efficiency, and performance of news coverage on Complex.com
- Manages/edits a team of 10+ news freelancers for breaking news
- Plan out weekend news coverage and adjust content priorities on the fly
- Collaborates with social team to maximize traffic reach of Complex.com content
- Communicates with representatives across various industries to achieve advance news coverage

I am an award-winning journalist and social media marketing professional experienced and proficient in roles centering creative content and strategy, branding, research and digital media .

contact

 Gmail: diamond.ahillyer@gmail.com

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 Instagram: [@diamondalxs](https://www.instagram.com/diamondalxs)

 TikTok: [@diamondalxs_](https://www.tiktok.com/@diamondalxs)

skills & expertise

- SEO
- Copywriting
- Social media engagement
- Content strategy
- Editorial writing
- Campaign activation
- Always-on and franchise-focused content

brands I've worked with



experience (continued)

Content Manager

ViacomCBS
Feb 2019 - April 2020

- Created and co-produced social-first franchise BET Hip-Hop Award's 'Chain Of Command,' which garnered over 300,000 views in its first viewing week
- Led live coverage of the BET Awards and BET Experience for BET.com in tandem with social teams
- Monitored BET Digital's web analytics in real-time to gain readership sentiment, engage new audiences, measure audience traction for growth goals and guide creative content decisions for feature stories and daily editorial coverage
- Led branded content activations

Public Relations Coordinator

Warner Music Group
Sept 2018

- Spearheaded the Warner Bros. Records college tour activation for artist promotions including Saweetie, Wale, Q Money, They., Phora, and Ar'mon & Trey
- Captured and led social content strategy to facilitate traffic to Warner Bros. mock college dorm and procure over 1,000 newsletter sign-ups from students during Howard University's Homecoming Week

education

Towson University 2012-2016

B.A.:

Mass Communications

Public Relations, Journalism/New Media

awards & recognitions

Chartbeat's 2017 100 Most Engaging Stories