

Stefanie Saflor

Social Media Marketing Specialist

ABOUT ME

Creative, detail-oriented marketing professional specializing in content creation, social media and influencer marketing.

- Experience in both in-house and agency settings
- Passionate about exploring new ideas, pushing the envelope, and finding synergy between creativity and data
- People-centered; strong commitment to creating a positive culture, motivating teams, driving engagement, and inspiring action

PROFESSIONAL EXPERIENCE

Social Media Lead | Dose Daily

February 2022 - Present

CPG brand offering organic wellness products

- Manage and plan editorial calendar across organic social, including the launch of a brand TikTok channel; film and edit content for organic feed and spark ads
- Grew audience following from 6k to 95k+ across channels (Instagram, TikTok, Meta/Facebook)
- Creative asset planning and execution, including drafting creative briefs, shot lists, and video scripts
- Generate top-performing statics, carousels, and UGC videos for paid media campaigns
- Oversee and launch influencer and affiliate program
- Project manage marketing campaigns for new product launches; consult on email, editorial, and landing page initiatives
- Design collateral for retail and event efforts, including branded merchandise and presentations

Senior Social Media & Influencer Marketing Manager | Apostrophe

August 2020 - February 2022

Skincare and tele dermatology brand acquired by Hims & Hers Health

- Led strategy and managed editorial calendar for organic social media
- Scaled in-house influencer program; identified new creators, conducted outreach, and developed creative briefs
- Negotiated and executed all brand partner contracts ranging from \$150 to \$60k across Instagram, TikTok, and YouTube
- Managed product seeding, social, and influencer strategy for first-ever over-the-counter product launch

Senior Content & Social Media Strategist | Archetype

November 2016 - August 2020

Global digital communications agency

- Client portfolio included Mercedes-Benz R&D, Microsoft, HARMAN, Tile, Plume, and Fidelity Investments
- Coordinated editorial calendars for Instagram, Facebook, Twitter, and blog channels ranging from 1K to 1M+ followers; created social media content for senior-level and C-Suite executives
- Developed social media strategies, brand messaging, and influencer engagement campaigns
- Provided on-the-ground and digital support for events including CES, Microsoft Build, and JBL Fest

CONTACT

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 [LinkedIn](#)

 [Website](#)

 San Francisco Bay Area

EDUCATION

Bachelor of Arts (B.A.) in Cinema & Digital Media

Minors in Communications and Textiles & Clothing

UNIVERSITY OF CALIFORNIA, DAVIS

EXPERTISE

- Social Media Management
- Influencer Marketing
- Affiliate Programs
- Community Management
- Graphic Design
- Copywriting
- Video Editing
- Content Strategy
- UGC
- Paid Ad Creative
- Metrics & Reporting

TECHNICAL SKILLS

- Microsoft Office/Google Suite
- Canva
- CapCut
- Adobe Photoshop
- Social Media Software (Planoly, Later, etc.)
- Influencer Marketing Platforms (Grin, Traackr, Affable)
- Project Management (Asana, Trello, Monday)
- Social Media Platforms (TikTok, Meta, X, Instagram, LinkedIn, YouTube)

SOFT SKILLS

- Organization
- Time Management
- Creative & Analytical
- Problem-Solver
- Goal Oriented & Solutions-Driven
- Team-Player