

# BRENNA CASHEN

## Social Media and Content Strategy

### CONTACT

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### EDUCATION

**Bachelor of Arts**  
James Madison University  
Media Arts & Design

### SKILLS

Social Media Management

Influencer & Creator

Content Creation

Community Management

Social SEO

Project & Client Management

Copywriting & Scripting

### PLATFORMS

Instagram, TikTok, Pinterest, X,  
Threads, Facebook, Trustpilot

Ads Manager, Google Analytics,  
Adobe Suite, Canva, CapCut

Asana, Jira, Trello, Sprout,  
DashHudson, Sprinklr

### WORK EXPERIENCE

June 2024 - Present

#### Senior Social Media Manager - Artisan Council

- Plans and executes social media content calendar, including content briefing, photo sourcing, copywriting, and content creation for clients in beauty, CPG, and tourism sectors.
- Partners with clients to activate social strategies for campaigns, product launches, episodic content series and trending moments.
- Delivers weekly and monthly performance reports, highlighting content successes, competitive insights, and KPI tracking.
- Mentors and trains junior team members, fostering skills development and professional growth.

May 2023 - June 2024

#### Content Strategist - The Black Tux

- Orchestrated production of all video content including website and social video, collaborating with agency partners and internal stakeholders.
- Successfully launched and managed influencer and gifting programs- handling requests for influencers, celebrity stylists and high-profile weddings. This includes contracting, writing scripts and reviewing for brand guidelines.
- Collaborated with marketing team to ideate, plan, and execute full-funnel marketing campaigns such as 'Save the Date' and 'Saving Guys from the Warehouse', providing content direction, partnership management, amplification on social and influencer support.
- Created first crisis communication plan and handbook for company-wide use in 2024.

October 2021 - May 2023

#### Social and Brand Senior Associate - HelloFresh

- Managed team of two full-time associates and 8 part-time customer service agents.
- Planned and executed social content strategy for HelloFresh, Factor, EveryPlate and Green Chef across Instagram, TikTok, Facebook and X including launching an external content creator program and in-house video content program.
- Created creative campaign briefs, working cross-functionally with the copy, design, video and product teams to create social and influencer content for campaigns like HelloFresh x GOTG 3, HelloFresh x T-Pain and Elf Spaghetti.
- Managed monthly budget of \$50k - \$100k for organic social boosting to increase impressions, engagement and campaign reach on META and TikTok.

June 2016 - September 2021

#### Social Media Specialist - The Knot Worldwide

- Created weekly social content calendar for WeddingWire and The Knot to promote articles, products, campaigns, sales inclusions and consumer lifecycle
- Launched WeddingWire on TikTok in Jan. 2020 and grew following to 400k+ followers and over seven million likes by Sept 2021.
- Executed on social coverage of live events like New York Bridal Fashion Week and JCK Las Vegas.