

## Social Media Manager with Proven Success Leading High-Profile Brand Accounts

## EXPERIENCE

- Trusted with the day-to-day management of the San Francisco Giants' social media platforms, totaling over **7.4 million** combined followers
- Launched and adapted a new TikTok strategy that grew the platform by more than **335,000** followers (**118.8%** growth)
- Tripled our TikTok video production, garnering **133.8M** views and **14.1M** likes as well as earning third place across all of MLB in 2023 in terms of views, likes, and comments, respectively
- More than doubled our output on Instagram from 2022 to 2024—increasing the number of posts by **143.4%** and total engagements by **101.1%**—while maintaining the sixth-highest engagements per post across MLB in 2024
- Live-covered more than 500 events from 2022-2024, amassing more than **140M** views and **28.7M** engagements across Instagram, Twitter/X, and Facebook
- Designed and implemented social media run-of-shows for free agency acquisitions, top prospect debuts, MLB All-Star promotions, MLB's Mexico City Series, Giants FanFest, and more
- Spearheaded the execution of all in-game sponsored content, working interdepartmentally with our partnerships team

- Constructed a brand-new social media strategy and grew River Cats social media by **30,397** followers (**16.6%** growth)
- Reinvented River Cats Instagram and increased our following by **37.7%**
- Achieved **22.9M** impressions on Twitter, making it the most successful year in franchise history
- Ranked second in Triple-A baseball with **102,054** Facebook interactions in '21
- One of only six teams in Minor League Baseball with more than one million Facebook video views in 2021 (**1.08M**)
- Established a TikTok account from scratch, manufacturing **11.9k** followers and **124.8k** likes
- Made Sacramento one of the most-followed organizations out of all 120+ MiLB teams (Facebook-5th, Instagram-6th, Twitter-13th, TikTok-13th)
- Ran over 60 social media ads, amassing **1.01M** impressions and limiting CPM to \$4.29, which was **40.3%** cheaper than average

- Generated more than **1.79M** social media impressions, **582k** video views and **125k** post engagements during the 2020 season
- Tasked with producing game day content on social media for the Southern Miss Football social media accounts that boasted a combined **86k** followers
- Created and developed an all-new, original docu-series named *11 Brothers* that aired on Fox Sports and MSG Network and was submitted by the university for the 2021 NACMA Best Digital Video Segment Award
- Responsible for writing, directing, filming and editing each episode of *11 Brothers* in addition to managing the show's narrator and three GAs

- Managed the team's Facebook, Twitter, Instagram, Snapchat and YouTube accounts, which combined for over **150k** followers
- Responsible for live-tweeting every home and away game for @goicehogs (**50k** followers) and maintaining the team website, IceHogs.com

(925) 726-6883, baileymetcalfe@yahoo.com