

NATHALY MYERS

CONTENT AND SOCIAL MEDIA MANAGER

RELEVANT WORK EXPERIENCE

MANAGER, SOCIAL MEDIA & CONTENT

LOBLAW AGENCY | MAR 2020 - PRESENT

In house agency for a Canadian private label store brand

- Lead the planning, development and execution of digital advertising, social media (paid and organic) and website content for all President's Choice Control Brands, including: President's Choice (PC), No Name, and PC Optimum.
- Guide creative outputs to meet briefs provided by the brand marketing team, and work together with the internal media team to recommend ad units.
- Collaborate with an internal and external agency team of copywriters, designers and community managers to create a unified voice and tone for all major campaigns, including: PC Holiday Insiders, PC Summer Insiders and PC Optimum Points Days.
- Primary manager for No Name's social accounts. Winner of #BestOfTweets 2020: Best use of a brand's voice (as selected by Twitter Canada).

DIGITAL MARKETING & COMMUNITY MANAGER

UPHABIT | FEB 2019 - DEC 2019

A personal CRM app

- Managed inbound communication, including: email marketing, website content, in-app content, blogs and social media.
- Built and executed the company's first paid advertising strategy which included: Facebook ads, Instagram ads, Quora ads, Google ads (Search & Display), podcasts, Apple Search ads, Product Hunt and sponsored content.
- Grew installs from less than 20 to 200+ daily, while keeping costs at <\$5/user acquisition in the US market.

CAMPAIGN MANAGER FOR SOCIAL MEDIA

WIX.COM | AUG 2017 - SEPT 2018

An online website building platform

- Amplified the presence of Wix's partnerships and special projects on social media, including: 4 Super Bowl campaigns, Manchester City FC Partnership, New York Yankees Partnership, and Wix Music at SXSW.
- Created social media launch plans for new product verticals.
- Managed cross-team operations to ensure that all content met campaign goals and KPIs set by product marketing managers.
- Developed strategic partnerships with social media influencers and fan pages in order to increase exposure.

SENIOR SOCIAL MEDIA MANAGER

WIX.COM | APR 2014 - AUG 2017

- Produced unique video & written content for Wix's main social media channels including: Facebook, Twitter, Instagram, YouTube, Snapchat & LinkedIn.
- Increased organic engagement ten-fold and grew Wix's Facebook audience by nearly 2 million fans in under 2 years.
- Wrote and edited blog posts for the Wix Blog (monthly readership approximately 450,000).
- Managed Wix Stories, a user testimonial page. Coordinated dozens of testimonials (often remotely) for user videos in the US and Canada.

CONTACT



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www.nathaly.me



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EDUCATION

Honours Bachelor of Arts,
Communication Studies

York University

Class of 2011

SKILLS & TOOLS

- Social media strategy
- Creative content
- Website content
- Script writing
- Blogging
- Project management
- Adobe Photoshop
- Adobe Premiere Pro
- Hootsuite
- Salesforce Social Studio
- Facebook / Instagram ads
- Google Search & Display ads
- Pinterest ads
- TikTok ads
- YouTube ads