

SOCIAL MEDIA STRATEGIST

Hello, I'm Alexa Zbytniewski.

I'm a social media strategist for digital and TV, with extensive experience launching and building brands across multiple platforms. I have expertise in people management, content ideation, strategy & creative execution with a proven track record of creating compelling content and increasing brand loyalty. My portfolio is rooted in high-profile work within film, television, entertainment, streaming, CPG & social media.

Experience

2022 - PRESENT

PARAMOUNT+ STREAMING - PARAMOUNT GLOBAL

Social Strategy Lead

- Create and present data-driven, multi-platform social media campaigns for a multitude of show launches inclusive of organic and paid strategies that build, grow and engage brand audiences
- Point of contact for the social team who manages logistical planning and communicates high level information to and from all departments, brand partners and agencies as well as direct reports
- Lead cross-functional collaboration with internal and external teams (PR, marketing, creative, legal, production, talent, consumer products, and agencies) to establish processes, ensure clear communication, and achieve shared goals across social handles that are inclusive of creator and brand marketing as well as industry/market trends
- Directly manage and support multiple employees responsible for content management, writing copy, scheduling posts, routing creative to talent, covering live events, and handling administrative duties, ensuring a positive cultural dynamic
- Successful, high-quality social media campaigns for various Paramount+ Original titles, include School Spirits, Good Burger 2, Criminal Minds: Evolution, Fatal Attraction and more

2018-2022

NICKELODEON - PARAMOUNT GLOBAL

Manager, Social Media Strategist

- Managed social strategy and content development for Nickelodeon and Nick Jr. properties across accounts with over 50 million followers, including leading campaigns for launches and daily social strategy for over 25 shows
- Rebranded Nick Jr. social accounts, growing followers by over 200% through innovative launch strategies and original content ideas for shows such as Blue's Clues & You, PAW Patrol and more
- Collaborated with multiple departments such as Producers, Design, Paid/Consumer Marketing, Talent, Music and Show Units to produce successful social media campaigns for show launches as well as major events like Kids' Choice Awards and Slimefest
- Worked with Talent and Music teams to integrate Nickelodeon music, cast, and guest star talent into larger social strategies, featuring personalities like JoJo Siwa, Terry Crews, and Tracy Morgan.

2017-2018

HORIZON MEDIA

Content Strategist

- Managed client relationships and created, executed, and optimized monthly content calendars for CPG brands
- Developed and wrote social content, ensuring brand tone of voice and collaborating with account designers and community managers
- Led and assisted in strategy and deck development, incorporating research, ideas, and execution for presentations and pitches
- Identified opportunities for innovative social executions and incorporated channel insights into planned content

2015-2017

Community Manager

- Coordinated with client service, production, and strategy teams to ensure community strategies align with brand goals, utilizing social listening tools to generate insights and optimize content through monthly client reports
- Created and maintained content calendars and social campaigns across platforms (Facebook, Twitter, Instagram, Pinterest), while managing daily community engagement to foster a positive user experience

CONTACT

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Stamford, CT

EDUCATION

2011-2015

Binghamton University

Bachelor of Arts

2011-2015

Binghamton University Athletics

Division I Women's Volleyball Team Member

& Captain

AWARDS & HONORS

2022

SHORTY AWARD - WINNER

Criminal Minds Character Cards
[LINK](#)

2023

SHORTY AWARD - FINALIST

Good Burger 2 - BTS Videos
[LINK](#)

2019

SHORTY AWARD - AUDIENCE HONOR

Blue's Clues & You Exclusive Scene
[LINK](#)

SKILLS

- Social Media Platforms such as TikTok, Instagram, X, Facebook, YouTube, Reddit, LinkedIn
- Social Media Strategy
- Paid Social Media
- Campaign Management
- Project Management
- Cross Organization Partnership and Collaboration
- Team and Partner Management
- Agency Management
- Creative Briefs
- Influencer Partnerships
- Data Analysis
- Monitoring Social Trends
- Content Performance Reporting
- Presenting
- Community Engagement
- Content Management Systems
- Content Creation
- Creative Collaboration and Brainstorming

HOBBIES

- Photography
- Cooking
- Reading
- Traveling