Janelle Briggs

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My Key Qualifications

- Day-to-day social calendar execution at elf Beauty across **Instagram, TikTok, Facebook, Pinterest, and YouTube Shorts** since May 2025.
- **Sprout Social** for scheduling, approvals, and exports, plus caption drafting routed with brand and creative partners.
- Lifted **on-time posting from 86% to 98%** across five channels by standardizing caption drafts and calendar tracking.
- Built the weekly and monthly reporting cycle from **native analytics, GA4, and Sprout Social** exports, cutting assembly time from 4 hours to 2.5.
- Creator campaign coordination: tracked **22 deliverables across 3 launch waves** with every posting deadline logged on time.
- **GA4 and UTM reporting** built hands-on for a campus events client, lifting event registration clicks 18%.
- **Canva** mockups and CapCut-edited short-form concepts for a retail client, with 10 of 24 concepts approved for use.

Experience

Social Media Coordinator — **elf Beauty**, beauty and cosmetics company

May 2025 – Present · 1 yr 6 mos

- Own weekly publishing and approval tracking across Instagram, TikTok, Facebook, Pinterest, and YouTube Shorts, keeping the content calendar in Sprout Social and coordinating caption approvals with brand and creative stakeholders.
- Improved on-time posting from 86% of scheduled content in the first month to 98% by month six by standardizing caption drafts and tightening the approval routing process.
- Built a recurring weekly and monthly reporting process for the marketing team, pulling native platform analytics, Google Analytics 4 traffic data, and Sprout Social exports into a standardized summary template, cutting report assembly time from 4 hours to 2.5 hours per cycle.
- Supported creator campaign tracking for product-launch content, logging 22 creator deliverables across 3 launch waves with 100% of posting deadlines confirmed on time, and compiled performance snapshots for the social and influencer teams.
- Monitor comments, DMs, and tagged content daily and escalate customer service or brand-risk issues to the appropriate team.

Education

- **California State University, Long Beach** — Bachelor of Arts in Journalism and Public Relations · 2021 – 2025 · Relevant coursework: Social Media Strategy, Digital Analytics, Public Relations Writing, Consumer Behavior

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Projects

- **Campus Event Social Analytics Dashboard**
  Built a GA4 and UTM-based reporting dashboard for a university events office comparing Instagram Stories, Reels, and email traffic for event promotion. Identified the highest-converting campaign setup and helped lift event registration clicks 18% over the prior promotion cycle.
  Tech: Google Analytics 4, UTM Parameters, Looker Studio, Instagram
- **Local Boutique Short-Form Content Plan**
  Developed a six-week TikTok and Pinterest content plan for a local retail client, including trend research, caption recommendations, and Canva mockups. Presented 24 content concepts, with 10 approved by the client for immediate use.
  Tech: TikTok, Pinterest, Canva, CapCut

Skills

- **Social Platforms & Content:** Instagram & TikTok Content, Facebook, Pinterest, YouTube Shorts, Canva
- **Tools & Analytics:** Sprout Social, Google Analytics 4, UTM Tracking, Looker Studio
- **Core Practices:** Social Reporting, Community Management, Content Calendar Management, Adobe Creative Cloud, CapCut