Terrell Hines

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My Key Qualifications

- Owns brand and service-line social strategy across **Facebook, Instagram, LinkedIn, X, and YouTube** for a multihospital health system.
- Monthly reporting built on **Sprout Social, Google Analytics 4, and native platform analytics**, cut turnaround from 5 business days to 2.
- Paid and organic campaign work with performance marketing, including audience testing and A/B tests in **Meta Business Suite**; lifted CTR from 0.8% to 1.3%.
- **Brandwatch** keyword monitoring for social listening and risk; reduced high-priority escalation time from 55 to 20 minutes.
- Content approvals and escalation workflows run jointly with **compliance, clinical, PR, and recruiting** stakeholders in a regulated healthcare environment.
- Recruiting and employer-brand content on LinkedIn and Facebook grew **job-application clicks 31% year over year**.
- UTM tagging standards introduced at Loyola improved **campaign attribution from 61% to 94%** of tracked links.

Experience

Social Media Manager — **Froedtert Health**, a regional health system with hospitals and specialty clinics

May 2023 – Present · 3 yrs 6 mos

- Rebuilt the cross-channel editorial calendar around service-line campaigns and regional content themes, aligning Facebook, Instagram, LinkedIn, X, and YouTube content to audience needs by platform while coordinating approvals with clinical and compliance partners, lifting average engagement rate from 2.1% to 3.0% within 9 months.
- Launched a standardized monthly reporting framework combining Sprout Social, Google Analytics 4, and native platform analytics into a repeatable dashboard with recommendations tied to engagement, traffic, and campaign goals, cutting reporting turnaround from 5 business days to 2.
- Managed paid and organic support for a primary care access initiative in partnership with the performance marketing team, running audience testing, creative recommendations, and post-campaign analysis in Meta Business Suite, and raising social click-through rate from 0.8% to 1.3% across 3 campaign flights.
- Strengthened social listening and risk monitoring for regional brand and patient experience issues with keyword monitoring in Brandwatch and clarified routing with communications and patient experience teams, cutting average escalation time for high-priority issues from 55 minutes to 20.
- Expanded recruiting and employer-brand content on LinkedIn and Facebook in partnership with recruiting stakeholders through employee spotlights, hiring campaigns, and market-specific planning, growing job-application clicks from social by 31% year over year.

Social Media Specialist — **Loyola University Chicago**, private university

Nov 2021 – Apr 2023 · 1 yr 5 mos

- Managed social rollout for admissions and campus-life campaigns across Facebook, Instagram, LinkedIn, X, and YouTube, tailoring post formats and calls to action by platform and aligning publishing to key enrollment dates; grew average monthly link clicks by 24% during the 2022 recruitment cycle.
- Introduced UTM tagging standards for admissions and event campaigns, creating naming conventions and QA checks for links shared across social posts and paid boosts; improved campaign attribution coverage from 61% to 94% of tracked links.
- Built a competitor and trend monitoring routine for peer institutions, reviewing peer campaigns, platform trends, and engagement patterns; generated 18 content recommendations adopted into the social calendar over two semesters.

Education

- **DePaul University** — Bachelor of Arts in Public Relations and Advertising · 2017 – 2021

Skills

- **Social Platforms & Tools:** Sprout Social, Meta Business Suite, LinkedIn Campaign Manager, Google Analytics 4, Brandwatch, Facebook, Instagram, LinkedIn, X, YouTube
- **Social Strategy & Measurement:** Paid Social, Organic Social Strategy, Social Listening, Community Management, UTM Tracking

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