Lucia Carrillo

Denver, CO · lucia.carrillo@example.com · (303) 555-0174 · linkedin.com/in/example-lucia-carrillo

My Key Qualifications

- **7+ years in social media marketing**, from SendGrid in 2019 through Ping Identity today, including ownership of strategy, reporting, and cross-functional campaign planning.
- Owns the social strategy for a cybersecurity SaaS company across **LinkedIn, X, YouTube, Reddit, and executive channels**.
- Grew **LinkedIn engagement rate from 3.4% to 4.6%** in 12 months by rebuilding editorial planning, post formats, and executive amplification.
- **Sprinklr, Brandwatch, Google Analytics 4, Salesforce, and Tableau** in daily use; built a reporting framework that lifted social-attributed MQL coverage from 68% to 96% of campaigns.
- Partnered with demand generation on paid social audience testing and retargeting, cutting **cost per lead by 19%** across 4 quarters in LinkedIn Campaign Manager.
- Led executive thought leadership programs that grew 3 executive channels by **8,400 combined followers in 10 months**.
- Manages agency partners and mentors junior social marketers on copy, analytics, and channel best practices; ran a 58-employee advocacy pilot at SendGrid.

Experience

Senior Social Media Manager — **Ping Identity**, an enterprise identity and access management SaaS company in cybersecurity

Aug 2022 – Present · 4 yrs 3 mos

- Own global social media strategy across LinkedIn, X, YouTube, Reddit, and executive channels, leading the operating model for content pillars, publishing cadence, campaign integration, and measurement frameworks
- Redesigned the B2B social strategy around platform-specific content pillars and launch integration, lifting LinkedIn engagement rate from 3.4% to 4.6% in 12 months through reworked editorial planning, post formats, and executive amplification
- Built a full-funnel paid and organic social reporting framework tied to demand generation goals, standardizing UTM governance across LinkedIn Campaign Manager, Google Analytics 4, Salesforce, and Tableau to raise social-attributed MQL reporting coverage from 68% to 96% of campaigns
- Led paid social audience testing, A/B testing, and retargeting for webinar and product-launch campaigns in partnership with demand generation, cutting average cost per lead by 19% across 4 quarters
- Expanded executive thought leadership on LinkedIn and X for senior leaders with posting cadences, message themes, and approval workflows, growing combined followers across 3 executive channels by 8,400 in 10 months
- Introduced competitive and brand-risk monitoring into monthly leadership readouts using Brandwatch and Sprinklr, surfacing 14 whitespace opportunities adopted by product marketing and communications in one year

Social Media Manager — **SendGrid**, B2B SaaS, cloud communications software

Jan 2019 – Jul 2022 · 3 yrs 6 mos

- Owned social channel strategy and campaign execution across LinkedIn, X, YouTube, and community channels, partnering with content, customer marketing, and demand generation on launches and always-on programs.
- Built an integrated social program for product launches, webinars, and customer stories, aligning campaign briefs, post sequencing, and paid support with demand generation and content teams; increased social-driven webinar registrations 37% year over year.
- Launched the company's first structured employee advocacy pilot using EveryoneSocial, creating share-ready copy, training materials, and governance for voluntary participation, and activated 58 employees in the first 6 months.
- Built content themes and review workflows for executive posts on LinkedIn and X, supporting product and industry thought leadership, and raised average executive post engagement from 1.7% to 2.9%.

Digital Marketing Specialist — **BlackLine**, financial close and accounting automation software

Jan 2016 – Dec 2018 · 2 yrs 11 mos

- Supported social promotion for event and content campaigns, contributing to 22% higher social referral sessions year over year by optimizing publishing cadence, post copy, and landing-page alignment for campaign assets.
- Standardized campaign tracking for social traffic, reducing untagged campaign links from 17 per quarter to 3 by creating UTM templates and QA checks adopted by the wider marketing team.

Marketing Coordinator — **Wolters Kluwer**, a B2B software and information services company

Jan 2014 – Dec 2015 · 1 yr 11 mos

- Supported recurring social and email promotion for software campaigns, lifting average campaign social clicks by 16% over 8 quarters by tightening scheduling consistency and aligning messaging to campaign calendars.
- Coordinated campaign logistics and social publishing, and assisted with reporting and content approvals across marketing programs.

Education

- **University of Colorado Denver** — Bachelor of Science in Marketing · 2009 – 2013

Skills

- **Social & Analytics Tools:** Sprinklr, Brandwatch, LinkedIn Campaign Manager, Google Analytics 4, Salesforce, Tableau, Sprout Social, EveryoneSocial
- **B2B Social Strategy & Programs:** B2B Social Strategy, Paid Social, Executive Thought Leadership, Employee Advocacy, Attribution & UTM Governance