

# CORRINE WALKER

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## EXPERIENCE

### **Social Media and Content Specialist**

**MINDBODY / October 2018 – April 2020**

- **Managed both paid and organic content on social media platforms with a cumulative following of ~ 420k across LinkedIn, Twitter, Facebook, and Instagram.**
  - Developed campaigns to collect and produce User Generated Content to be used across all social platforms, tracked and managed all content to maintain an organized library
  - Researched trending topics and key initiatives to be pitched cross-functionally and used to create customer driven content
  - Utilized organic engagement tactics to help grow the following of our B2B Instagram by 50% in a two-month timeframe
  - Monitored community engagement across all social channels to provide customer service responses in a timely manner
  - Analyzed data from all social media channels to determine quarterly goals and prepare monthly trend reports
  - Developed long term social promotion plans for events and holidays, such as our annual conference and International Day of Yoga, which included launching our Instagram TV channel
  - Developed daily posts, managed and promoted community engagement, provided customer service responses to direct outreach on social media, recorded and analyzed data trends in relation to social media campaigns and sentiment
  - Created and managed paid social campaigns on Facebook and Instagram to drive traffic to the account
- **Served as project manager for MINDBODY's inaugural influencer campaign:**
  - Coordinating and designing interactive media events in large metropolitan areas.
  - Partnered with the local Chambers of Commerce and tourism boards to plan and coordinate activations that brought multiple influencers to interact with the local wellness businesses through app bookings as well as to promote app downloads
  - *Achievements:* Media events resulted in a 100% attendance rate and a 50% increase of organic Instagram impressions
- **Assisted in the execution of paid micro influencer campaigns:**
  - Contract preparation, payment fulfillment, talent management, content analysis, as well as developing creative ways to incentivize contributors by creating influencer gifting programs

### **Assistant to VP, Corporate Marketing, B2B Marketing, and Consumer Marketing**

**MINDBODY/ APRIL 2018 – OCT 2019**

- Assisted with the launch of our first paid influencer campaign by serving as POC for contracts, payments, and various other logistics
- Planned and coordinated multiple city-specific social media events for influencers the boosted our organic impressions and engagement by 50% on Instagram
- Assisted with the development of social media plans for campaign-based initiatives
- Analyzed historical social media data, closely monitored social media trends, and provided monthly insights into the social media landscape
- Served as project manager for niche marketing efforts by building a scalable timeline and marketing plan as well as by creating blog posts, social media posts, and newsletter content
- Advocated app downloads and cultivated grassroots education during consumer events and tradeshows through giveaways, networking, and demonstrations
- Identified and vetted potential partners for various national campaigns
- Built community relationships with local business and leaders to serve as partners for MINDBODY's Environmental Task Force
- Collaborated with and acted as the liaison for finance and legal team members to better

### **Executive Assistant to CEO, CFO, and CHIEF LEGAL OFFICER**

**MINDBODY / JAN 2017 – APRIL 2018**

- Organized and facilitated public and private events at the corporate level, as well as among single departments and teams
- Supported in the training and installation of new technology, such as Zoom Meetings and Webinars
  - Moderated, organized, and drove weekly company-wide Zoom webinars of up to 1000 attendees, exercised ability to troubleshoot ad-hoc technical issues, as well as to connect global employees through virtual platforms
- Maintained complex calendars by mitigating competing needs and frequently changing priorities, often accommodating last minute requests for the executive
- Created and distributed significant company-wide communications on behalf of the CEO, including announcements and quarterly all-hands meetings with in-person and remote team members
- Communicated with members of the Board to organize and schedule required, quarterly meetings
- Prepared and proofed important, confidential documents such as Board Packages
- Formulated quarterly business certifications for audits, consolidated responses
- Organized and facilitated public and private events at the corporate level, as well as among single departments and teams
- Prepared and proposed detailed budgets for all events by analyzing previous events and working with financial analysts
- Coordinated multi-leg travel both in the continental US and international countries, including multi-city roadshows
- Utilized extensive knowledge of company's business systems to perform daily tasks, including NetSuite, Concur, DocuSign and Boardvantage
- Analyzed corporate credit card spending by creating queries with data pulled from Concur expense reports
- Surveyed corporate real estate equity and amenities to ensure a balanced workspace for all
- Assisted with the institution of our corporate facilities' rental agreement for outside events
- Practiced discretion and confidentiality when communicating with members of the executive staff on daily basis

## **EXPERTISE**

- Microsoft Office
- Facebook Business Manager
- Facebook Ads
- Photoshop
- Sprout Social
- Salesforce
- Hubspot
- Hootsuite
- Canva
- Concur
- Netsuite

## **SKILLS**

- Social Media Management
- Paid Social Media Advertising
- Influencer Relations
- Influencer Marketing
- Social Media Analytics
- Public Relations
- Customer Service
- Intrapersonal Communications
- Content Production
- Event Planning
- Contract Negotiation
- Brand Strategy
- Cold Calling
- Email Marketing
- Project Management
- Time Management
- Team Building
- Communication
- Business Writing

## **REFERENCES**

### **Tracy Richmond**

Sr. Manager, Public Relations/ MINDBODY  
T: 805.440.3003

### **Anton Kellner**

Customer Marketing Services/MINDBODY  
T: 301.580.8969

### **Kate Nelson**

Community Program Manager/ MINDBODY  
T: 415.300.6337

### **Ron Selvey**

VP, B2B Marketing/ MINDBODY  
T: 805.407.5255

### **Jo Armstrong**

Director of Hospitality & DTC/ Hope Family Wines