

BYRON STEWART

Social Media Strategist

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PROFILE

Seasoned marketer with 8 years in developing world-class social presences for brands. I possess a strong pulse on pop culture, fashion, retail, and the latest social trends, enabling my ability to create impactful content and build loyal communities.

EDUCATION

BACHELOR OF SCIENCE/MARKETING

The College of New Jersey 2012
Trenton, NJ

EXPERTISE

- Social Media Strategy
- Content Production
- Copy Writing
- Brand Partnerships
- Project Management
- Social Analytic Tools/management systems

EXPERIENCE

SOCIAL MEDIA MANAGER

Foot Locker / New York, NY / FEB 2020 – Present

- Develop, execute, and evaluate Foot Locker's organic social strategy across multiple platforms, driving growth, engagement, and sales. 20 Million total followers across platforms.
- Spearheaded Tik Tok strategy to reach 1 Million followers.
- Translate business goals into actionable social media tactics, driving revenue and customer acquisition.
- Led Foot Locker to become the #1 most liked Retail brand on Instagram per Social Baker 2020 report.
- Increased total social engagement by 66% through inspiring content and copy that drives conversion.
- Generate innovative campaigns for major brands such as Jordan, Adidas, Nike, Vans, etc that drive awareness and increase sales.
- Partner closely with agencies and internal stakeholders to execute and deliver on social priorities.
- Develop weekly, quarterly, and yearly campaign reports to share key learnings and actionable insights to optimize strategy.
- Educate the organization on the latest trends, emerging platforms, and new technologies in the social media space.
- Execute Influencer Strategy. Partner with PR to create synergies between paid and organic influencers to get maximum reach.

GLOBAL SOCIAL MEDIA LEAD

Highsnobiety / New York, NY / 2018 - 2020

- Led content and community strategy for Highsnobiety's social channels, increasing total follower growth by 55%.
- Developed social-first Brand Partnership content and activations.
- Curated editorial content to produce engaging social assets.
- Generated a 35% increase in YouTube viewership by developing social-first content series' and implementing effective awareness tactics.
- Manage and scaled influencer program. Built relationships with music artists, retailers, and social media influencers to drive content creation and follower growth.

BRAND & SOCIAL MEDIA ASSOCIATE

Jimmy Jazz / New York, NY / 2015-2018

- Created social strategy for Facebook, Instagram and Twitter that included customer engagement tactics, content generation, and influencer marketing. Total follower growth increased by 150%.
- Led social campaigns in partnership with major footwear brands, such as New Balance, Puma, and Jordan.