

# Maggie Rosenbohm

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Austin, TX 78702 | 571-839-7003

## TL;DR

Highly accomplished, award-winning social strategist and creative with a track record of delivering compelling strategic content plans for prestigious organizations like Capital One, U.S. Air Force and U.S. Space Force Recruiting, and Stanley. Recognized as a detail-oriented leader that not only delivers big ideas but can also collaborate as a proactive team-player focused on delivering results.

## Skills

- Brand Strategy + Positioning
- Social-First Creative Development
- Budget Management
- Leadership Planning and Execution
- Compelling Creative Storytelling
- Data-Driven Creative Strategy
- Sprinklr Brand Manager Pro
- Adobe Creative Suite + Figma
- Thorough Market Research and Analysis

## Professional History

### *Senior Content Strategist, GSD&M / Jan 2023 – Present*

- Led and executed high-level brand social creative across major brands monitoring the internal workflow while establishing client OKRs and performance benchmarks to drive incremental value.
- Founded the first Social Creative department within the agency, redefining the agency's service offerings to existing clients and potential new business.
- Shaped the social-first creative team across U.S. Air Force Recruiting, U.S. Space Force Recruiting, Stanley and Capital One, bringing social-first ability to various brand narratives across major platforms.

### *Senior Social Strategist, GSD&M / December 2021- Jan 2023*

- Developed and launched the cross-channel social creative for the U.S. Space Force Recruiting across all major platforms, growing the brand's channels over 300% YoY.
- Lead team of writers and creators, building a foundational development process for planned and reactive concepts for the brand.
- Led departmental discussions and agency-wide education sessions about culture, trends, and emerging technology and platforms, advocating for broader understanding of the importance of social creative.

### *Social Strategist, GSD&M / May 2021- December 2021*

- Optimized and redefined client's creative strategy, emphasizing community and audience-driven data, increasing the engagement and followers by 276% and 113%, respectively.

- Managed team of social media creatives, proofing all social content, assets, copy, and briefs before publishing, ensuring alignment with brand strategy, creative, and social objectives.
- Maintained cross-functional collaboration on both short- and long-term social media campaigns and productions, and how you integrated into a key leadership role on the social team.
- Analyzed community and cultural trends, informing the creative development and content optimization for the U.S. Air Force Recruiting channels.

***Social Media Manager, GSD&M / May 2019 – May 2021***

- Led the creation of various types of social media posts for the U.S. Air Force Recruiting through planning and writing more than 200 posts a month.
- Produced all-time top-performing content and growing overall engagements by 144.3% within the first six months upon hiring.
- Managed the organic and paid editorial calendar and coordinated day-to-day social publishing across Facebook, X (Twitter), Instagram, Snapchat, LinkedIn, and YouTube.

**Awards**

“Best Content Writer” | Austin Advertising Federation Awards, 2021

**Education | The University of Texas in Austin**

Bachelor of Arts, Writing and Rhetoric with a Minor in Communications, 2017