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LAUREN JIMESON

Social Media & Influencer Marketing Expert  
*Transforming Brands Through Strategic Digital Storytelling*

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LAUREN JIMESON

**I'm committed.** I have earned a reputation for going the extra mile — for my clients and for each other. I am one but nimble, and have great energy to transform ideas, insights and visions into action. My creative perspective helps my clients stand out from the competition, and I take great pride in the achievements on your behalf.

**I get results.** I am an expert in the area of social media marketing and influencer relations. I know how to create content that is compelling and stands out from the others. I'm strategic in my approach, and I'm relentless until I exceed expected results.

**I drive forward.** I challenge myself to constantly evolve. Social media is an ever-changing landscape. I stay on top of the trends, and bring a creative, integrated, and educated approach to my program.

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## LAUREN JIMESON



- Pioneer in influencer marketing with 14+ years of expertise, successfully transitioning from early creator to strategic consultant
  - Drove brand growth through celebrity partnerships, influencer campaigns, and community building for diverse portfolio of clients
  - Specializes in social media strategy, content creation, and PR initiatives that deliver measurable audience engagement and brand awareness
  - Expert at connecting brands with their target demographics through authentic influencer relationships and strategic positioning
  - Featured on Good Morning America, Fox & Friends, PIX 11, and Fox 5
  - Nominated for 2017 Shorty Award in Parenting Category
  - Successfully managed 6-figure marketing campaigns
  - Driven follower growth of up to 300% for major brands
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## Client List Highlights – Past & Present

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**veer**

**bardelia**

**Pampers**

**babybrezza®**

**cheribundi** 

**REDI**



**MONTi**  
**KIDS**

**Ella's**   
kitchen





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## Services

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Lauren Jameson maintains a powerful network of contacts that include celebrities, athletes and key influencers in a cross-section of industries. Utilizing this network is crucial to the success increasing brand awareness throughout your social channels.

Services include:

- Social Media Strategy & Execution
  - Social Media Management
  - Content Creation
  - Influencer and Celebrity Seeding
  - Paid Influencer Campaigns
  - Trade Show Support
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## Strategic Social Media Management

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- Platform growth expertise with proven results:
    - 117% follower growth across Veer's social channels
    - 300% follower increase for Monti Kids
    - 3,000% increase in net followers for luxury real estate accounts
  - Multi-platform mastery: Instagram, TikTok, Facebook, YouTube Shorts, LinkedIn
  - Strategic content calendar development and execution across multiple channels
  - Advanced analytics and performance tracking
  - Crisis management and community engagement
  - Expert in Hootsuite and Sprout Social
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# Influencer Marketing & Talent Management

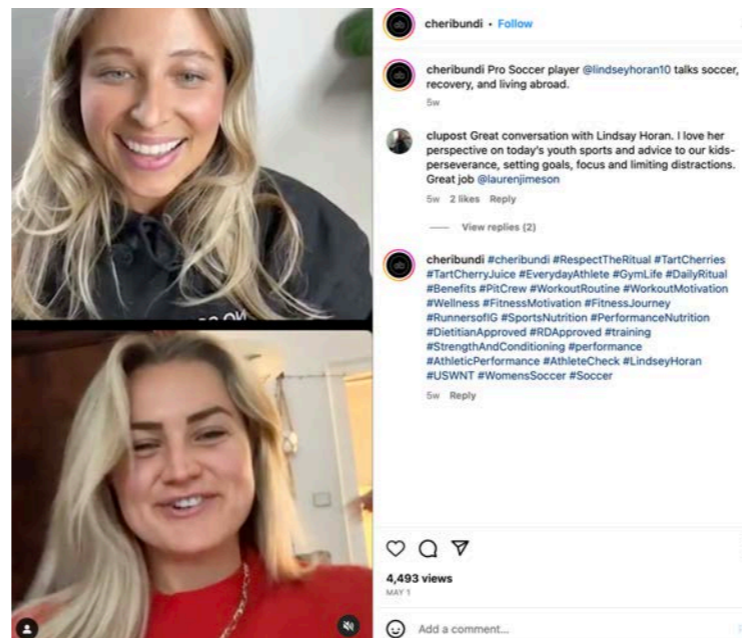
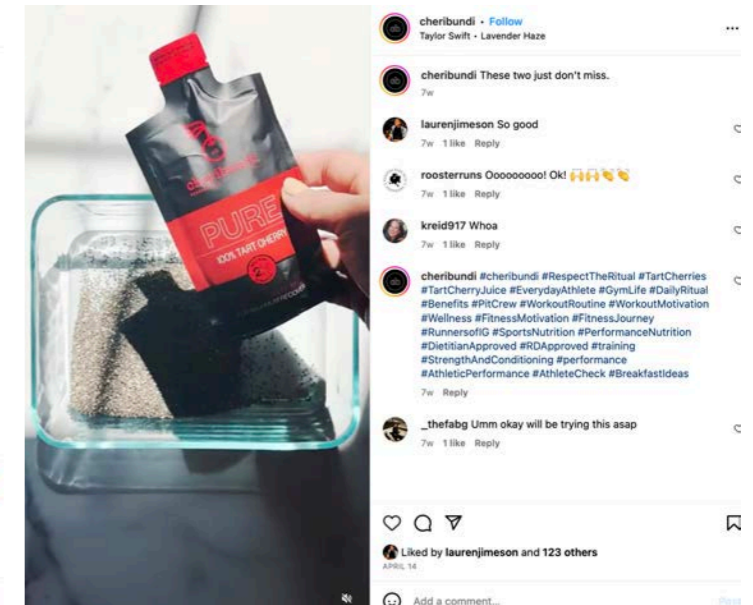
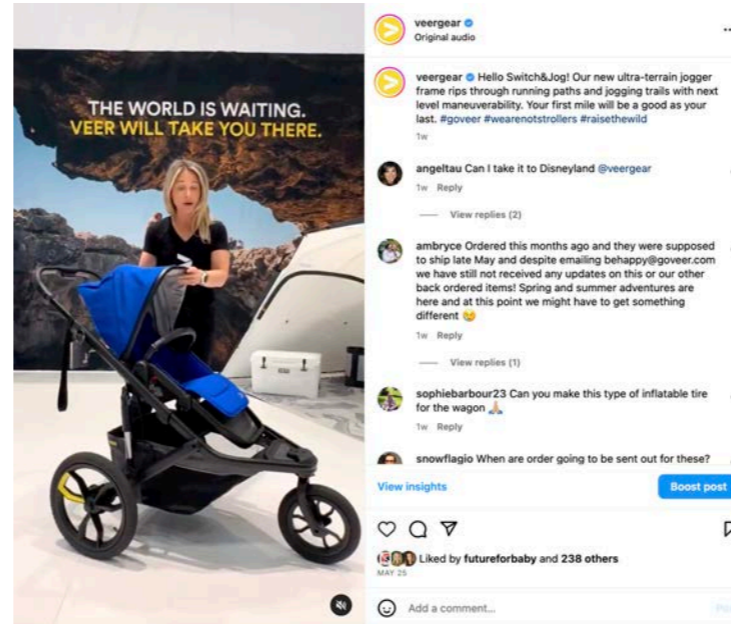
- Managed 430+ influencer and celebrity partnerships
- Secured 550+ pieces of organic content
- Executed high six-figure marketing campaigns with professional athletes
- Celebrity seeding resulting in 100+ A-list placements
- Full-service campaign management from creative briefs to ROI analysis





# Content Creation & Strategy

- Video series development and production
- Professional photography direction
- Daily content calendar management
- Multi-channel content optimization
- Engagement-focused storytelling







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LAUREN JIMESON

A Sample of My Work

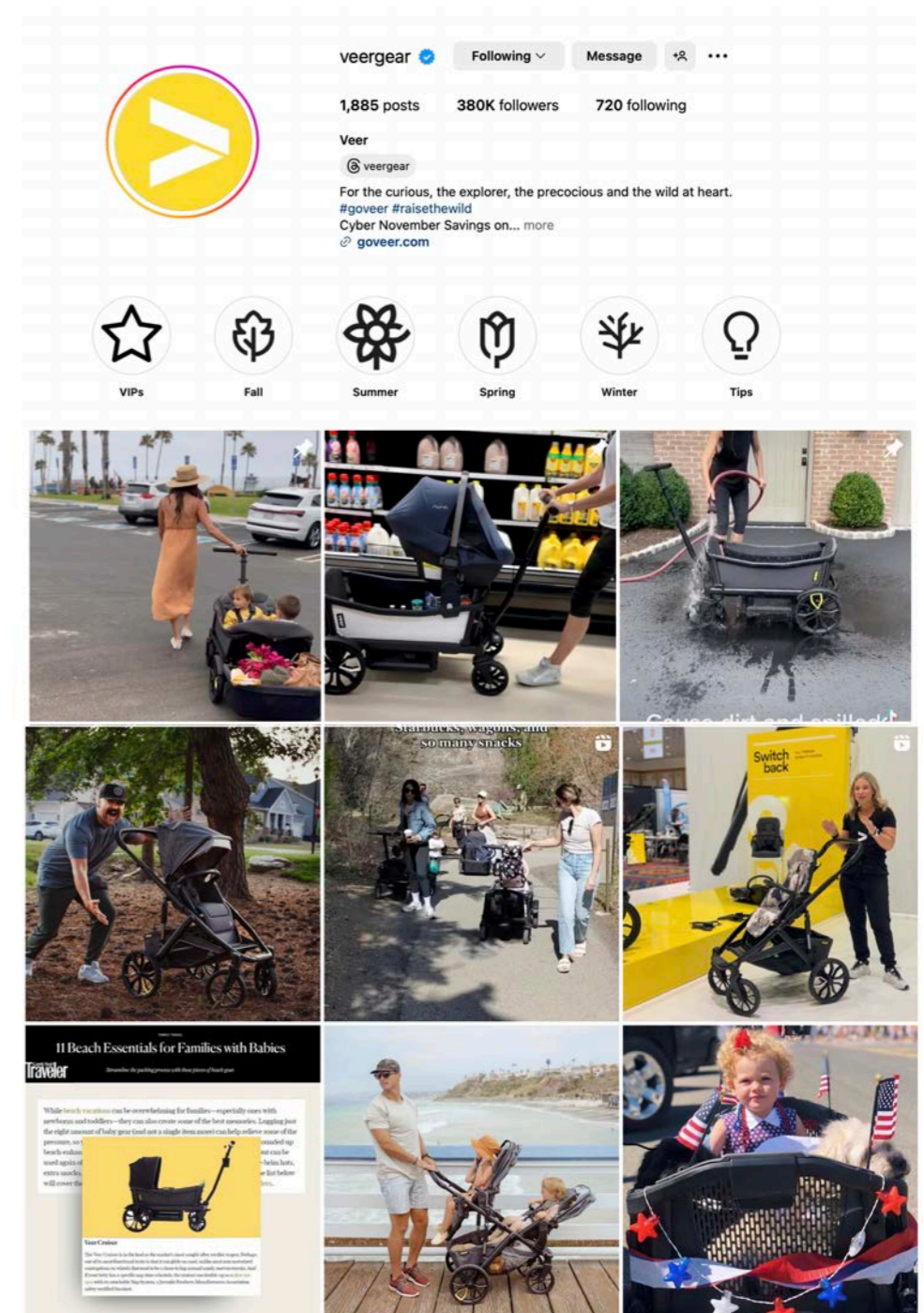
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# Social Media Management

## Results:

- Grew social media audience 117% to 380K followers across Instagram, TikTok, Facebook, and YouTube through strategic content planning and engagement
- Built and managed influencer program generating 550+ organic content pieces from 430+ creators/celebrities
- Launched TikTok/YouTube Shorts presence, driving 16% engagement growth among young adult demographic
- Orchestrated 50+ brand partnership campaigns, significantly expanding follower base and email list
- Managed 300+ weekly customer inquiries while overseeing Share-a-Sale affiliate program

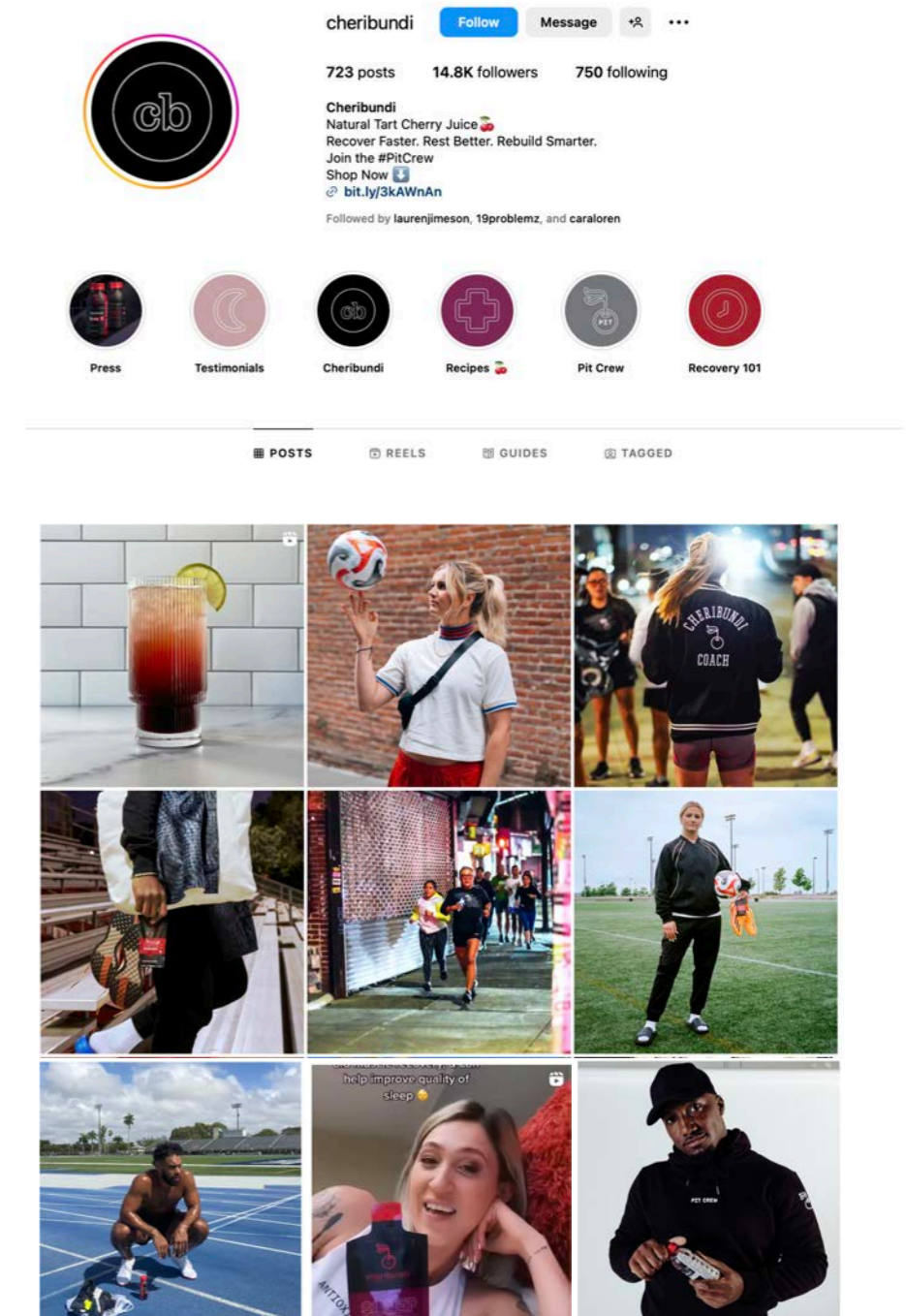




# Influencer Management

## Results:

- Managed relationships with professional athletes across multiple sports, coordinating marketing initiatives and event representation for multi-year spokesperson contracts
- Led talent acquisition for all marketing campaigns, including photoshoots, influencer programs, and industry partnerships
- Directed team of four to execute 15+ influencer campaigns with 300+ creators, driving 300% follower growth and 87% higher engagement across social channels





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## Process & Methodology

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### 1. **Strategic Planning**

- Brand positioning analysis
- Target audience identification
- Platform-specific strategy development
- KPI establishment
- Campaign framework creation

### 2. **Content & Campaign Execution**

- Custom content creation
- Influencer partnership management
- Community engagement
- Real-time optimization
- Performance tracking

### 3. **Analysis & Optimization**

- Data-driven insights
- ROI measurement
- Strategy refinement
- Engagement analysis
- Growth optimization



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## Media Expertise

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- Featured parenting and product expert on national television including Good Morning America
- Published in major outlets including Yahoo!, AOL, PopSugar, Cosmopolitan
- Public speaker
- Award-nominated content creator



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## Contact Information

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LAUREN JIMESON

Thank you

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