Paige Vanderleest

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Social Media Strategist

EXPERIENCE

BarkleyOKRP, Kansas City
June 2020 - Present

Social Media Supervisor, *August 2022 - Present*
Oversees social strategy, community management, reporting, UGC programs, and brand ambassador initiatives for major consumer brands, including Planet Fitness, Frontier Airlines, Tony's Chocolonely, Visit Florida, and Marco's Pizza.

- Manages and mentors a team responsible for day-to-day management of social platforms
- Utilizes social listening platforms (RivalIQ, Sprinklr, and Sprout) to inform campaign strategy
- Leads real-time social coverage for high-visibility brand events, including Times Square New Year's Eve and Pride Month
- Co-leads BarkleyOKRP's sustainability business resource group, organizing agency programming and community initiatives

Senior Social Media Manager, *July 2021 - August 2022*
Directed community engagement strategy for Planet Fitness' national social media ecosystem, managing high-volume customer interactions across multiple platforms.

- Led community management strategy for a 30+ person moderation team by defining brand voice, escalation protocols, and customer service standards
- Produced and launched 300+ live workout streams, generating 360M+ impressions and increasing engagement rate by 4% across social channels

Social Media Manager, *June 2020 - July 2021*
Developed and executed social media strategies for multiple CPG brands within the Post Consumer Brands portfolio.

- Built foundational social channel strategies, defining content pillars, KPIs, brand voice, and platform roles
- Collaborated with creative teams to brief social campaigns and ensure alignment with broader brand marketing objectives

Happy Medium, Des Moines

Social Media Strategist, *December 2018 - June 2020*
Managed social media strategy and digital storytelling for clients including IMT Des Moines Marathon, Banker's Trust, and Kemin Industries.

- Created and implemented the agency's first influencer marketing framework, leading campaign strategy, creator partnerships, and performance tracking
- Oversaw content strategy, copywriting, platform publishing, and community moderation across social platforms
- Ghostwrote and managed LinkedIn thought leadership content for Kemin Industries CEO, increasing executive brand presence

EDUCATION

Iowa State University
B.A. Public Relations
B.A. International Studies