

DANIEL KIRK

SOCIAL MEDIA & DIGITAL STRATEGIST

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📍 Seattle, WA

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SKILLS

Social strategy & execution

Creative Strategy

Community management

Social listening

Analytics and reporting

Influencer management

Crisis management

Copywriting

Graphic design

Video editing

Social management tools

- Sprout
- Sprinklr
- Opal
- BrandWatch, etc

AWARDS

2021 Shorty Award

AdWeek 2021 Experiential Campaign of the Year

EDUCATION

Master of Communication, Digital Media

University of Washington

2012 - 2014

Bachelor of Arts

Journalism & Media Studies

Rutgers University

2008 - 2012

PROFESSIONAL EXPERIENCE

SR. MANAGER, SOCIAL MEDIA

Feb, 2024 - Present

Salesforce | Seattle, WA

- Managed Commerce Cloud social media channels, responsible for strategy, community management, reporting, content creation, and events.
- Marketing lead for Cyber Week, developing strategy and content for Salesforce social media channels. Created over 70 social posts and delivered engagement rate 30% above previous year.
- Created a new content strategy, resulting in YoY growth of 197% for engagements, and 128% for engagement rate.
- Owned event social strategy and content creation, cover major events like Dreamforce, surpassing benchmarks by 215%.
- Increased our webinar registrations 50% through engaging video content and close partnership with product team.

SR. SOCIAL MEDIA MANAGER

Jan, 2022 - Jan, 2024

Cruise | Seattle, WA (Remote)

- Improved social impressions 73% and engagements 359% over previous year by developing, testing and optimizing new platform and content strategies.
- Grew social audiences 75% through insight driven content and community management.
- Implemented a new briefing process, resulting in a 140% increase in social content over previous year.
- Lead crisis communications on social media for over 50 incidents, partnering with communications team to craft strategy, statement, and reported results to leadership.

SR. SOCIAL MEDIA STRATEGIST

Mar, 2019 - May, 2021

T-Mobile | Seattle, WA

- Social media lead for new product announcements, working with partners like Apple, Google and Samsung, and produced the brand's highest engaging Instagram post of the year.
- Lead social strategy for the 'Santa Calling' social campaign, which connected kids with virtual Santas for the Holidays during covid, earning over 2 million organic impressions and Shorty Award.
- Lead the 'Go Farther' social campaign in partnership with OnePlus to create a digital scavenger hunt that exceeded engagement benchmarks by over 125%.

SOCIAL MEDIA STRATEGIST

Aug, 2015 - Nov, 2018

Starbucks | Seattle, WA

- Developed and implemented a new social strategy for Doubleshot social channels, growing them to over 300K followers in first year.
- Created a YouTube series for Doubleshot that featured YouTubers Unbox Therapy, MatPat and Aaron Kyro. Videos garnered 1.2 million views and grew our following 7X.
- Lead strategy and execution for an experiential activation at VidCon, turning a Starbucks store into an 'instagrammable' destination for attendees.