

SOCIAL MEDIA PORTFOLIO

Torie Richardson

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FACEBOOK ADS: PROTON RADIO

Proton Radio is a 24/7 streaming dance music radio station with carefully curated underground tunes & a powers distro for 2K+ indie electronic labels.

I manage their Facebook + Instagram channels & ongoing ad campaigns across these platforms.

Snapshot: July 2021

- Spent \$200 total for ad campaigns on both FB + IG to reach ~920k users & garner ~7.6k link clicks
- Allotted \$100 to Facebook ads, where the cost per result was \$0.01 per link click
- Allotted \$100 to Instagram ads, where the cost per result was \$0.06 per link click

FACEBOOK ADS: DJ DIALS

DJ Dials is a legendary event promoter in the Bay Area nightlife scene, hosting regular music events across genres. I create Facebook Advertising campaigns via his Facebook page for events. Each ad targets a custom-built audience to drive link clicks, resulting in higher ticket sales.

Event: A-Trak & Friends at The Phoenix Hotel

- Built and targeted an ad with \$150 budget to reach over 18,000 Facebook users and drive 286 link clicks

THE GREAT NORTHERN

The Great Northern is a well-known music, events, and nightlife venue in the heart of San Francisco. I served as the primary Social Media Manager for just under a year, until COVID-19 forced the club to close. I also held the same duties for their sister club, Monarch SF.

During my time at The Great Northern, I:



- Increased Instagram presence by 39% (2,430 new followers) to reach 9,007 total followers



- Grew our Facebook following by 22% (2,691 new page followers) to hit 14,961 followers

AUDIO SAN FRANCISCO

Audio SF is a San Francisco nightlife venue that regularly hosts international artists. As the Social Media Manager, I created content on our guest artists, our club's features, and industry-related commentary. I founded our blog, handled social strategy, coordinated announcements, & wrote and shared posts. I also:



- Increased Instagram following by 103%; total follower count has hit almost 8,000 users



- Built a stronger Facebook presence with a 19% increase in followers, reaching a total of 22,800



- Increased Twitter fan base by 22%, reaching a total of more than 2,600 followers

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HOMEPOINT

Homepoint Loans is a mortgage lending service with a focus on creating financially healthy, happy homeowners. As their inaugural Director of Social Media, I led the charge on developing high-level content strategy & creation in line with Homepoint news, culture, and more. I managed social media marketing campaigns through an array of events, including a company-wide brand refresh & an IPO.

We developed a strong cross-platform presence on Facebook, Instagram, Twitter, and three LinkedIn pages. From November 2020-April 2021, we saw significant growth across the board.

In Q1 2021 alone:

- Our cumulative follower count grew by 8.9%
- Our engagement skyrocketed by 460.4%

On a platform-specific basis, I:



- Grew our LinkedIn presence with a 8.6% improvement in followers (1,488 new) & 66% growth in engagements (11,686 new)



- Increased our Twitter engagement by 109% (1,054 new)



- Grew Facebook follower count by 24% (195 new) & led engagement increase by 1,031% (12,446 new)



- Gained 113 followers (2.4% growth) on Instagram & increased engagement by 636% (1,054 new)

CALIFORNIA CRAFT CBD

California Craft CBD is a grassroots startup that creates CBD products made with sustainably grown, ethically sourced, plant-based ingredients. As the Social Media Manager, I managed our Instagram, Facebook, Twitter, Pinterest, and LinkedIn.

Our primary focuses were Instagram and Pinterest, while also maintaining Facebook (third prio), LinkedIn + Twitter (on a more bare-bones level).

From May- December 2020, I successfully:



- Increased Instagram following by 672% (1,122 new followers); total follower count hit almost 1,300 users



- Built Pinterest presence from the ground up; garnered 167,400 total impressions & 105,000 total viewers through contract timeframe



- Revamped Twitter account from scratch & reached 130 total followers



- Grew Facebook follower count by 16% (75 new)

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BREX

Brex is a B2B tech startup that makes credit cards and cash management quick & easy for growing companies. In my 14 months here, I built out our social presence on Twitter, LinkedIn, Facebook, and Instagram, resulting in incredible growth:



- Drastically increased LinkedIn followers by 1,314% (46,738 new users) – reaching 50,295 total



- Built Twitter audience by 329% (408 new followers), achieving 512 total



- Grew Facebook by 242% (1,575 new likes), hitting 2,225 total



- Gained 3,931 followers (1,424% growth) on Instagram for a total of 4,207 followers

DUSTY RHINO

Dusty Rhino is an art car & music collective in San Francisco, CA. As the Social Media Coordinator, I manage Facebook and Instagram – including all event promotion, planning, sourcing, and sharing posts, and audience engagement.

I've worked with Dusty Rhino since 2018. In that time (as of April 2021), I:



- Created and organically grew Instagram profile to a following of 2,318 users



- Increased Facebook page likes by 16% (1,162 new likes); reached a total of 8,325

HAZEL HEALTH

Hazel Health is a current client & health tech startup. The team uses telehealth to improve student health and academic success. With Hazel Health, a student has access to virtual doctor visits - at school or at home.

As the Social Media Manager, I focus on our efforts via LinkedIn, Facebook, and Twitter. From April-October 2020, I:



- Increased LinkedIn following by 166% (634 new followers) to reach 1,017 total



- Increased Facebook likes by 723% (350 new) to reach 381 total page likes

GUSTO

Gusto is reimagining payroll, benefits and HR for modern companies.

As part of the Social Media team, I focused on Twitter & LinkedIn. I made strategy and content recommendations, created and shared posts, built visual assets, promoted company news, and engaged with followers. Using solely organic content, I successfully:



- Grew LinkedIn fan base by 48%, hitting a total of more than 18,200 followers



- Created visual videos highlighting small biz tips and news



- Expanded Twitter presence by 17%, reaching a total follower count of over 13,400 users