

Kellie Sweet

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Summary

Media mogul whose self-titled Youtube channel includes films, vlogs and other entertaining videos. Her channel experienced a sharp spike in popularity in 2015 and has earned more than 1.9 million subscribers. Her huge Youtube success has led her to amazing business opportunities such as becoming a TV host on the latest show "MTV's What's My Secrete" & numerous of other shows! She has also started her own production company called Sweet Productions where she has explored the world of film, fashion & social media marketing.

Responsibilities:

- * I have a track record of leveraging and promoting articles and videos across social media platforms, including Instagram, Youtube, snapchat, Twitter and TikTok. I have grown a following of more than 3 million across multiple social media platforms.
- * Collaborated with brand managers to optimize content for social media to include monitoring and social trends and making real-time changes and engage users and drive traffic.
- * Analyze, interpret and report on social data and insights
- * Worked with Awesomenesstv, MTV, Zouz group and Style Haul to execute social media advertising campaigns

Qualifications:

- * Subject matter expert with major social platforms like Youtube, Twitter, Instagram, Snapchat and TikTok
- * I have Exceptional communication and collaboration skills
- * I have a proven ability to work self-sufficiently and be proactive; detail & deadline oriented
- * Excellent copy-writing, editing and proofreading skills
- * I'm always aware of sensitive news and trends
- * I have 8 years of managing social media strategy

Experience



Screenwriter

Sweetproductions

Aug 2020 - Present (1 year 5 months +)



Social Media Specialist and Strategist

Sweet Productions

Jan 2015 - Present (7 years +)



Host

MTV Networks / Logo

Jul 2020 - Jul 2021 (1 year 1 month)

e Social Media Ambassador

Essence

Sep 2019 - Feb 2020 (6 months)

e Social Media Ambassador

Essence

Sep 2019 - Jan 2020 (5 months)

Skills

Networking • Social Media Marketing • Social Media Communications • Social Media • Social Media Consulting • Paid Social Media Advertising • Paid Social Media • Online Social Networking • Entertainment Industry • Media & Entertainment