

Hello,

I am excited to apply for the Lead, Influencer Marketing position at RE/MAX. As an experienced social media professional with a passion for influencer marketing, I bring hands-on experience in developing and executing social media strategies that drive engagement and success. Having social media and influencer marketing experience in industries including real estate, fashion, retail, and travel, I am eager to leverage my expertise to continue to amplify RE/MAX's brand presence and support our network of agents.

In my current position on the RE/MAX LLC Social Team, I have developed a deep understanding of RE/MAX's brand, mission, and objectives after nearly two years in my current role. I have played a pivotal role in the consumer marketing strategy, content creation, and influencer outreach. I have also provided on-site social media coverage for several events such as RE/MAX R4 and the Albuquerque International Balloon Fiesta, monitored social media trends, and supported the RE/MAX Creator Network in coordinating influencer content. Being a part of RE/MAX has given me invaluable insight into the company's overall marketing goals and the ability to execute strategies that align with its vision effectively.

My background includes extensive experience in social media management across platforms such as Instagram, Facebook, TikTok, X, Threads, Pinterest, and YouTube. My experience with both Emplifi and Sprout Social has enabled me to create and schedule content across platforms and successfully track engagement and post performance using the Analytics tools, contributing to over 2.4 billion impressions across social networks in 2024. My strong content creation skills allow me to create high-quality graphics, videos, and written content that align with brand messaging. I support consumer marketing strategy by developing engaging social media content. I manage the majority of our daily community management, where we received over 57,000 messages in 2024, ensuring timely and effective communication with our audience. By closely monitoring social media trends, I continuously refine content and strategy in collaboration with my team to optimize performance. Additionally, I support and have assisted in coordinating content creation with the RE/MAX Creator Network, strengthening our influencer network and leveraging their content for use on brand channels and utilizing user-generated content.

Outside of my professional experience in social media, I have also built my presence as a fashion and lifestyle content creator. I am well-versed in influencer marketing tools such as Tagger, Grin, and CreatorIQ, which I have used as a creator. I have had the opportunity to collaborate with brands like Princess Polly, Amazon Prime, Shutterfly, Kendra Scott, and Fabletics, developing content that aligns with their marketing goals. Additionally, I have attended New York Fashion Week as a creator for the past two years, producing content on behalf of multiple brands while gaining first-hand insight into industry trends. My dual experience—as both a brand-side social media manager and an influencer—gives me a unique and valuable perspective on influencer marketing strategies.

With a Bachelor's in Advertising and a Master's in Mass Communications from the University of Florida, I am equipped with the strategic thinking and creative execution needed to thrive in this role. I am excited about the opportunity to expand the RE/MAX Brand Ambassador program and contribute to RE/MAX's long-term marketing initiatives and M.O.R.E values. Thank you for your time and consideration!

Kind regards,
Jade Hecker