

Johanna Pryor

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Dynamic Social Media Coordinator with a proven track record of leading large-scale, multi-platform campaigns, including the end-to-end development of a statewide brand initiative. Skilled in crafting cohesive digital strategies, managing cross-functional teams, and producing compelling content that elevates brand awareness and drives audience engagement. Adept at analyzing performance metrics to optimize reach and ensuring consistent messaging across all social channels. Known for strong project management, creative storytelling, and delivering impactful results under tight deadlines.

SKILLS

- Social Media Strategy
- Content Planning & Creation
- Campaign Management
- Social Media Analytics Editing
- Research
- Project & Event Management
- Brand Storytelling
- Copy writing & Editing

EXPERIENCE

Social Media Coordinator | Live Wildly Foundation May 2024 - present

Led the creation and rollout of a statewide brand campaign, driving cohesive messaging and high-impact storytelling across diverse audiences. Guided content strategy, overseeing creative development, and managing day-to-day execution across all major platforms. Skilled in editorial planning, cross-functional collaboration, content production, and performance optimization through data-driven insights. Known for maintaining brand voice consistency and delivering innovative digital experiences that enhanced engagement and strengthened overall brand presence.

Key Accomplishments:

- Increased overall engagement **15.3%**, Instagram engagement **387%**, post **shares by 123%**, and post **saves by 39%** while publishing an average of **124 posts/month** across Instagram, LinkedIn, TikTok, and Facebook.
- Produced viral content, including a top post with **85,000+ engagements**, and drove **56% YoY LinkedIn follower growth**.
- Developed and executed a **data-driven monthly content strategy** aligned with organizational goals; **led editorial calendar meetings** for cross-platform planning.
- Launched and managed the **“Monthly Events Roundup”**, a key activation for the online community.
- **Created content**, including researching stories, writing captions, editing Reels, and designing graphics in Canva.
- **Lead a paid social campaign**, gaining hands-on experience in Meta campaign setup and optimization.
- Assisted at events and **engaged audiences both online and in person**, sharing the organization’s mission and fostering community outreach.
- Designed **graphics for the Sing Out Loud Festival**, earning high praise from stakeholders, partners and audiences.

Assistant Director of Events | USF American Marketing Association May 2022 - Dec. 2022

- Achieved **first place of the 330+ competing chapters** for Marketing Week; ranked seventh overall, demonstrating **event strategy, project execution, and leadership**.

Marketing Intern | Primo Partners May 2022 - Aug. 2022

- Increased social media following **11.4%**, engagement **70.6%**, and reach **217%**
- Executed campaigns that **boosted average sales revenue 23%**, demonstrating **ROI-focused marketing skills**.

Assistant Manager | Ben and Jerry’s Jan. 2023 - May 2024

- Led a team of 12, **honing interpersonal and leadership skills** while improving customer satisfaction from 4.6 to 4.8/5 and driving **7% sales growth** of specialty products.
- Honored with **Fundamental All-Star of the Year**, selected from hundreds of employees across 14 stores.

EDUCATION & CERTIFICATIONS

University of South Florida | Bachelor of Science in Integrated Public Relations and Advertising May 2024

- Awarded **first place in USF's international photography contest.**
- Created a comprehensive marketing campaign for a client, showing **applied strategic marketing skills.**
- Participated in Ad Club, American Marketing Association and USF Book Club.

Hubspot Digital Advertising Certification August 2025

HARD SKILLS

Paid Social | Sprout Social | Hootsuite | Google Analytics | Microsoft Office | Google Workspace