

# Alli Curiel (she/her)

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Driven young professional with nearly 6 years of demonstrated experience in paid and organic social media strategy and management, community management, marketing, and brand development and 1 year of event coordination. Highly skilled in campaign management, creative briefing, community management, and content strategy. Proficient in copywriting and leadership. Accomplished a Bachelor of Science (BS) in Business Marketing from California State University, Long Beach.

## SKILLS:

Social Media Strategy (Instagram, X, Facebook, TikTok, YouTube, Discord), Publishing, Community Management, Copywriting, Campaign & Brand Development, Social Media Analytics, Marketing Strategy, Social Listening, Creative Briefing, Content Creation, Email Marketing, Microsoft Office (Word, Excel, PowerPoint, Outlook), Hootsuite, Airtable, Monday

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## Professional Experience

**Ayzenberg Group**, Pasadena, CA

May 2024 - Present

*Engagement Manager, Social Strategist - Various Accounts*, Dec 2024 - Present

- Lead Strategist on the Microsoft Developer TikTok account, scaling the channel from 1k followers to 100k followers and 400 channel likes to 300k channel likes in less than 9 months.
- Provide data-driven strategic guidance on the Teamfight Tactics, a Riot Games title, global social accounts, resulting in Ayzenberg content engagement rate nearly doubling QOQ on X and TikTok (with an increase also noted on Instagram) in my first quarter on the account.
- Increased Teamfight Tactics' trend output to hold relevancy and attention across platforms. Average TikTok and Instagram views both increased by 72%. X impressions rose by 60% and increased the 90th percentile impressions from 105k to 207k (96% increase) and 90th percentile engagement rate from 6% to 15% (144% increase) QOQ in my first quarter on the account.
- Execute daily community engagement across Teamfight Tactics global social accounts including TikTok, Instagram, X, and YouTube.
- Contribute social media expertise and strategy to multiple accounts across the agency (e.g., Riot Games [VALORANT, TFT, League of Legends], Capcom, Amazon Games, EA Sims, Windows Insider Program, Microsoft Education, Microsoft Developer).
- Execute daily publishing and social media operations on accounts in tandem with client teams.

*Engagement Manager - VALORANT*, May 2024 - Dec 2024

- Managed day-to-day engagement and publishing of the global VALORANT social media channels with a cumulative following of 10.4M followers.
- Led social strategy for all Ayzenberg VALORANT posts with a deep understanding of social platforms including X, Instagram, TikTok, Facebook/Meta, and YouTube.
- Executed meaningful engagement with the global VALORANT community across channels.
- Ideated, refined, and delivered content ideas surrounding emerging trends to Riot Games clients, collaborating on content strategy.
- Assisted a team of creatives in brainstorming and producing content for VALORANT campaigns that is impactful to the community.
- Worked with Riot clients to identify opportunities that fit the brand's identity, voice, and goals.

**Keen Social**, Long Beach, CA/Remote January 2020 - May 2024

*Paid Digital Marketing Strategist*, April 2022 - May 2024

- Ideated and executed paid social media ad campaigns.
- Reported data from campaigns and delivered insights and recommendations to the client for future ad strategies.
- Consulted with the internal marketing team and the client to continue to improve campaign results through the use of A/B testing and other data-driven methods.

*Marketing Manager*, September 2021 - April 2022

- Created and ran paid ad campaigns on multiple social media platforms.
- Analyzed social media data and cases to maximize reach and sales.
- Drafted creative briefs as plans for future content creation.
- Used social listening tools in order to reach a target audience.

*Social Media Marketing Intern*, January 2020 - September 2021

- Created social media content and wrote engaging copy for a variety of clients and companies.
- Created trends decks to plan for creatives and client outreach.

**Brandfluence**, Remote June 2023 - January 2024

*Influencer Recruiter & Brand Campaign Coordinator*

- Acquired, engaged, and onboarded live-streaming creators by leveraging a blend of expertise and qualitative analysis for companies such as Capital One, Lemonade, Upside, HundredX, and more.
- Performed 30+ outreaches weekly via email, Discord, and other social media platforms, working directly with streamers and/or their management teams.
- Signed on streamers weekly and coordinated their campaigns from initial contact all the way to campaign wrap-up.
- Worked closely with internal activations team and external management teams to coordinate upcoming campaigns, address talent requirements, and identify opportunities for optimizing outcomes for our clients and partners.

**Rushdown Revolt/Vortex Games**, Remote March 2022 - February 2023

*Head of Community Management*, August 2022 - February 2023

- Consistently engaged with the growing community of Rushdown Revolt players.
- Worked alongside our Esports Leads to plan event strategy for in-person activations including EVO 2022, Genesis 8, Dreamhack Atlanta 2022, SuperSmashCon 2022, Scuffed World Tour, Genesis 9, and more.
- Planned and executed the purchase, design, and distribution of merchandise for giveaways, in-person events, and online sale.
- Worked directly with companies such as Mogul Moves, Astro Gaming, and HitBox to coordinate product partnerships for events and social media promotion.

*Social Media Lead*, March 2022 - August 2022

- Curated and posted content with creative and engaging copy across many social media platforms including X, Instagram, Discord, TikTok, YouTube, Facebook, and MailChimp.
- Lead a team while syncing with other team leads weekly to create synchronicity across departments.
- Strategized social media approach to increase engagement on our channels using paid and organic tactics.
- Coordinated creative briefs with a media team to create graphics, short form video, and long form video.

*References and further information available upon request*