

# Dahlia Taheri

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## EXPERIENCE

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### Social Media Manager

November 2023 - Present

#### VIZIO | Irvine,, CA

- Maintain a content calendar for social publishing across Facebook, Instagram, X (Twitter), TikTok, and YouTube for the brand.
- Implement strategies to grow VIZIO's following and increase engagement metrics,
- Develop and manage influencer marketing campaigns, from identifying suitable influencers to tracking campaign performance.
- Provide regular reports on the effectiveness of social media initiatives and offer data-driven insights for continuous improvement.
- Support product marketing (hardware and software) with promotional and educational content.

### Senior Manager, Brand Social

December 2021 - May 2023

#### Paramount | Los Angeles, CA

- Strategized and managed editorial calendars, scheduling, and publishing for Comedy Central, Paramount Network, TV Land, and Pop TV social channels, achieving 1.3B views, 1.7M followers, and 58M engagements in 2022.
- Built and oversaw community management strategy, brand voice, and engagement with Paramount's audience and user generated content across social channels.
- Spearheaded CSR campaigns, including Black History Month, Women's History Month, and Mental Health Awareness Month, which earned 7.5M views and 715K engagements in 2023.
- Generated regular social media and website analytics reports, continually assessed performance, established benchmarks, and offered analysis and optimization suggestions.
- Cultivated influential social partnerships with key industry figures and content creators.

### Manager, Brand Social

July 2021 - December 2021

#### Paramount | New York, NY

- Led global social media strategy, organic content development, and audience growth for Comedy Central, Paramount Network, TV Land, and Pop TV social accounts.
- Coordinated with various teams, including Creative, Brand Marketing, Show Production, Media, PR, and Programming, to develop and implement social-first content and marketing plans.
- Managed social strategy for heritage months and cultural observances, generating 68M total impressions.
- Coordinated the approval process for social media assets and toolkits, ensuring feedback collection, asset optimization, and timely approval for launch.

### Coordinator, Brand Social

March 2021 - July 2021

#### Paramount | New York, NY

- Oversaw strategy, programming, and community management for Comedy Central, Paramount Network, TV Land, and Pop TV brand social accounts (Facebook, Instagram, Twitter, and TikTok).
- Developed social support plans for company initiatives, including Paramount+ launches, new show premieres, and social impact campaigns.
- Ideated and executed engagement-driven activations and trending/reactive content for ongoing and sustained campaigns.
- Analyzed brands, competitors, and trends to recommend strategies for optimal growth and revenue performance.

### Coordinator, Social Strategy

Jan 2019 - March 2021

#### Comedy Central | New York, NY

- Oversaw programming and strategy for Comedy Central's social accounts, including Facebook, YouTube, Instagram, Twitter, and TikTok, managing the strategy and publication of 10,000 total pieces of content in 2020.
- Coordinated with research to identify and track relevant analytics, providing recommendations to optimize revenue, views, watch time, and follower growth.
- Serviced social initiatives and managed relationships and timelines across multiple departments, including digital production, talent and development, marketing, editorial, video, design, and research.
- Led the strategic planning and execution of Comedy Central's TikTok channel, which resulted in a 1 million follower growth within one year.
- Increased Facebook ad earnings nearly 300% for FY 202

## EDUCATION

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**New York University** | Master of Science in Integrated Marketing

January 2017 - December 2018

**University of Southern California** | Bachelor of Arts in Psychology

August 2012 - May 2015

## AWARDS

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2021 Cynopsis Rising Star Award | 2021 Webby Awards (Comedy Central) | 2021 Shorty Awards (Comedy Central)

## SKILLS

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Microsoft Office | Adobe Creative Suite | Excel | Meta Business Suite | Wrike | Sprinklr | Buffer | Jira | ListenFirst | Sprout | Work Front