

REBECCA TAYLOR

Senior Social Media & Influencer Marketing Leader | B2B SaaS & Brand Strategy
Atlanta, GA • (347) 204-3817 • bexxtaylor@gmail.com • linkedin.com/in/rebeccamarie-taylor

PROFESSIONAL SUMMARY

Senior social media and influencer marketing leader with 10+ years building global digital marketing strategy for B2B SaaS and consumer brands. Proven track record scaling employee advocacy and creator programs, growing owned-channel audiences 4x above industry benchmarks, and translating cultural insight into measurable pipeline and reputation impact. Leads crisis and executive communications, cross-functional program management, and AI-driven marketing innovation while setting creative standards across LinkedIn, Instagram, TikTok, and Threads.

CORE COMPETENCIES

Social Media Strategy • Influencer & Creator Marketing • Employee Advocacy Programs • Crisis Communications • Internal & Executive Communications • Program Management • Social Listening & Sentiment Analysis • Cross-Functional Leadership • Stakeholder Management • Brand Storytelling • Content Strategy & Development • Digital Marketing Strategy • Campaign Planning & ROI Analysis • Data-Driven Decision Making • Community Engagement • Reputation Management • AI-Driven Marketing Innovation

PROFESSIONAL EXPERIENCE

Senior Social Media & Influencer Marketing Manager — UserTesting, Remote

Jan 2022 – Present

Own global social media strategy, annual planning, and channel prioritization across LinkedIn, Instagram, TikTok, and Threads for this human-insight SaaS platform; serve as primary social advisor to cross-functional stakeholders.

- Grew LinkedIn following by 118K+, driving a 55% increase in impressions, 272% increase in engagement, 900% increase in link clicks, and 412% growth in reach.
- Built and scaled an employee advocacy program that has generated \$544K+ in cumulative earned media value and 17M+ potential reach since 2022, including \$34K and 1.1M reach in a single quarter.
- Lead influencer and creator marketing strategy across B2B SaaS and tech verticals — developing briefs, tracking ROI, and prioritizing watch-time and engagement quality over raw reach to guide campaign investment.
- Serve on the Crisis Response Team, leading real-time reputation management; use Sprout Social and social listening tools to monitor sentiment and surface cultural entry points for the brand.
- Lead the Women@ and Accessabled@ employee resource groups and contribute to the AI Center of Excellence, partnering cross-functionally with Brand, Product Marketing, and Analytics.

Social Media Lead — Wellby Financial, Remote

2020 – 2022

- Delivered 10.9M impressions and 106K engagements — more than 4x and 1.7x industry benchmarks (2.6M / 64K), respectively.
- Led social media rebranding transition, managing vendor relationships and content quality throughout the changeover.
- Built the editorial content calendar and A/B testing program used to optimize paid and organic performance.

Account Manager — Connect Agency, Jacksonville, FL

2019 – 2020

- Managed digital marketing budgets up to \$100K across B2B and B2C clients, combining social, email, and paid media strategy.

Social Media Specialist — Wounded Warrior Project, Jacksonville, FL

2018 – 2019

- Grew Instagram reach 50% and impressions 65% within one year through influencer partnerships and storytelling.
- Ran the social media department independently during a high-turnover period, reporting directly to the VP of Communications.
- Launched the "Carry Forward" event brand on social media, meeting registration goals through coordinated organic and paid efforts.

Digital Media Account Manager — Digital Greenfields, Melbourne, Australia

Sept 2016 – Oct 2017

- Advised clients across industries on paid and organic campaign strategy across Facebook, Twitter, and LinkedIn.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Professional Communication, with a focus in Media & Journalism — RMIT University, Melbourne, Australia
Certifications: Sprout Social Platform • ERG Leadership Program • Use Your Personal Brand for Audience & Content Development