

# Kinslee Cue

Social Media Director | Content Strategist | Video Producer

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## Professional Summary

Innovative social media director and content strategist with a proven track record of scaling brand presence and engagement for major influencers and businesses. Experienced in content creation, video production, and data-driven campaign execution. Passionate about leveraging storytelling and analytics to drive audience growth and brand visibility.

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## Areas of Expertise

• **Content Strategy & Development** – Viral Content, Short-Form & Long-Form Video, A/B Testing • **Social Media Growth & Engagement** – Influencer Marketing, Brand Awareness, Community Management • **Creative & Technical Execution** – Video Editing (Adobe Premier Pro), Graphic Design (Adobe Illustrator), Adobe Photoshop/Lightroom, Script Writing, CRM Tools • **Data-Driven Strategy** – Performance Analytics, SEO Optimization, Paid Advertising, Audience Targeting

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## Professional Experience

### Social Media Director

**Bridgeview Multifamily, Dallas, TX** | August 2024 – March 2025

- Developed and executed social media strategies across 10+ properties, driving brand engagement and visibility.
- Led cross-functional collaboration with internal teams and external influencers to create high-performing content.
- Utilized data analytics to optimize content performance and increase audience reach.

### Marketing and Social Media Director

**Mustang Cheer, Dallas, TX** | May 2023 – November 2023

- Increased social media engagement by **90%** through a revamped content strategy and scheduling.
- Created high-quality video and photo content for Instagram, Facebook, TikTok, and YouTube, driving audience growth.
- Managed daily content posting and adapted campaigns based on real-time performance insights.

### Social Media Producer

**TBNR Productions, Dallas, TX** | November 2022 – May 2023

- Produced and directed viral short-form videos, leading to **1.4M new subscribers** and **357M views** on YouTube Shorts.
- Identified and implemented emerging trends to maximize engagement and platform relevance.
- Managed a consistent pipeline of creative ideas, optimizing content using performance data and A/B testing.

### Social Media Producer

**Unspeakable Media, Houston, TX** | November 2021 – November 2022

- Managed **five high-profile social media accounts** (YouTube: 15M, TikTok: 4M, Instagram: 1M), increasing engagement rates.
  - Oversaw content curation, post scheduling, and performance tracking to ensure audience growth.
  - Collaborated with internal teams to align brand messaging across all social platforms.
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## Notable Collaborations

Paramount | Universal/Disney | Nickelodeon | Nerf | 2K | Barnes & Noble | Meow Mix | Mio | LoveSac  
Influencer Collaborations: **ZHC (25M)**, **TopperGuild (14M)**, **Carter Sharer (10M)**, **Raul Diaz (2.6M)**

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## Education & Certifications

**B.A. in Sociology** – University of Texas, San Antonio  
Minors: History & Communications

*Available for freelance and full-time opportunities. Let's connect and create something amazing!*