

# KINSLEE CUE

## CREATIVE STRATEGIST

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## SUMMARY

Creative strategist driving growth for creator brands with 50M+ combined subscribers. Expert in YouTube packaging strategy, short-form promotion funnels, and data-driven content optimization.

## EXPERIENCE

### UPRIGHT MEDIA, REMOTE, CONTRACT CREATIVE STRATEGIST (ALIX EARLE, EMMA CHAMBERLAIN, SPYNINJAS, MATTHEW BEEM)

JUNE 2025 - PRESENT

- Lead thumbnail and content packaging strategy across major creator channels
- Manage team of 5 designers and oversee creative production pipeline
- Develop performance-driven briefs and optimize titles, metadata, and scheduling
- Use analytics to refine content direction and improve engagement

### SIMPLY STELLAR MEDIA FREELANCE EDITOR + CONTENT STRATEGIST

APRIL 2023 - PRESENT

- Lead channel strategy, content positioning, and growth planning for creator brands
- Script and edit short-form content optimized for retention and conversion
- Direct on-site production and provide strategic performance consultations
- Build scalable content systems to improve workflow efficiency

### BRIDGEVIEW MULTIFAMILY, DALLAS, TX DIRECTOR OF SOCIAL MEDIA

AUGUST 2024 - MARCH 2025

- Managed multi-platform social strategy for 7 DFW apartment communities
- Produced, photographed, and edited marketing assets for units and amenities
- Designed graphics and maintained structured content calendar supporting leasing goals
- Coordinated cross-property campaigns to ensure brand consistency

### MUSTANG CHEER, DALLAS, TX DIRECTOR OF SOCIAL MEDIA

MAY 2023 - NOVEMBER 2023 | February 2025 - May 2025

- Responsible for the promotion of all Mustang Cheer programs, businesses, and staff.
- Strategized with the Owner and other Directors to create a communications schedule for execution of promotions.
- Created social media posts and stories, including videos and photos for use in feeds and stories on platforms such as Instagram, Facebook, TikTok, and YouTube.
- Posted daily to Mustang's social media platforms and any other additional duties.

### TBNR PRODUCTIONS, DALLAS, TX SOCIAL MEDIA PRODUCER

NOVEMBER 2022 - MAY 2023

- Produced, filmed, and directed weekly short-form videos across brand channels
- Supported 1.4M subscriber growth (+5%) in 3 months through trend-driven content
- Maintained pipeline of performance-optimized creative concepts
- Partnered with production teams to ensure cross-platform brand alignment

### UNSPEAKABLE MEDIA, HOUSTON, TX SOCIAL MEDIA PRODUCER

NOVEMBER 2021 - NOVEMBER 2022

- Managed YouTube, TikTok, and Instagram channels totaling 20M+ followers
- Curated and published short-form, long-form, and static content
- Collaborated cross-functionally to maintain cohesive brand voice
- Used analytics and KPIs to guide campaign and content decisions

## EDUCATION & COLLABORATIONS

**COLLABORATIONS:** Paramount, Universal, Disney, Nickelodeon, Nerf, Barnes and Noble, Meow Mix, Mio, Love Sac, ZHC (25M), TopperGuild (14M), Carter Sharer (10M), Raul Diaz (2.6M)

### UNIVERSITY OF TEXAS, SAN ANTONIO B.A. SOCIOLOGY

**Minors:** History, Communications

**Involvement:** Students United Against Hate (Co-Founder/PR), UTSA COED/All-Girl Cheerleader, Alpha Omicron PI (Historian/To-Dragma), Competitive Rock-Climbing Team, Involvement Ambassador

**THIS IS YOUR CUE.**