

jackiefrere

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jackiefrere.com

education

Syracuse University

S.I. Newhouse School of
Public Communications

May 2017

Bachelor of Science,
Magazine Journalism

Minors: Music Industry and
English Textual Studies

skills

Hootsuite Certified

AP Style

Facebook/Instagram

Insights

TikTok Analytics

Chartbeat

Google Analytics

SocialFlow

Dash Hudson

Curalate

Sprout

Parse.ly

JIRA

Adobe InDesign

Adobe Photoshop

awards

Publisher's Award, Grow
Engagement, New York
Times, 2022

Publisher's Award, Foster
a Culture that Enables our
Mission and People to
Thrive, New York Times,
2022

Excellence Award for
Multimedia Story, Meredith
Corporation, 2021

experience

MANAGER, SOCIAL MEDIA & CONTENT PELOTON

February 2024 — May 2024 | New York City

- Established new workflows with stakeholders across the organization, including instructors, paid media, production, design and more
- Produced top-performing content aligned with acquisition and monetization goals
- Managed social editorial calendar and gave social producers feedback on content
- Worked with two external agencies to refine social and creator strategies
- Managed production budgets and began FY25 planning
- Produced and managed content for TikTok Fitness partnership, including weekly TikTok Lives with talent, budget planning, check-ins, SEO reports, and more

SENIOR COMMUNITY ENGAGEMENT MANAGER THE NEW YORK TIMES

August 2023 — February 2024 | New York City

- Created and executed social + audience strategy to engage solvers of NYT games, including Crossword, Spelling Bee, and Wordle
- Led development and launch of Games accounts on TikTok, X, Threads, and WhatsApp
- Grew WhatsApp following by +1M and generated +3M views on TikTok
- Worked cross-functionally with product, editorial, and design teams to provide platform insights and recommendations
- Managed social team, including freelance moderator

COMMUNITY ENGAGEMENT MANAGER, GAMES THE NEW YORK TIMES

August 2021 — August 2023 | New York City

- Moderated and engaged with audience in editorial comments — 1,000+ per day
- Managed social messaging throughout Wordle acquisition and launch
- Pitched, wrote, and delivered UGC packages about NYT Games audience and features
- Contributed to weekly Gameplay newsletter by writing, editing, analyzing growth, and responding to audience emails
- Executed social campaigns and Games-centered social packages across Games and newsroom platforms

SOCIAL MEDIA EDITOR INSTYLE.COM

September 2019 — August 2021 | New York City

- Managed social media strategy across Facebook, Twitter, Instagram and TikTok (12M+ users) with focus on driving traffic to InStyle.com
- Managed social media assistant
- Developed, maintained, and pitched partnerships with content platforms
- Monitored analytics across social platforms and reported insights to editors
- Managed social video strategy by collaborating with video team on edits, social-first video concepts, and monetization
- Collaborated with teams on major tentpoles such as Golden Globes and podcast

ASSISTANT SOCIAL MEDIA EDITOR INSTYLE.COM

April 2018 — September 2019 | New York City

- Increased engagement on Facebook 127% YoY with new posting strategy
- Increased Facebook video earnings 2,934% YoY with new social video strategy
- Created social plan for print magazine "cover breaks"
- Managed Apple News push notifications and partnership