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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

TikTok Analytics

Chartbeat

Google Analytics

SocialFlow

Dash Hudson

Curalate

Sprinklr

Sprout

Parse.ly

JIRA

Airtable

Asana

Monday.com

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

SOCIAL MEDIA MANAGER APPLE (VIA MAGNIT)

September 2025 — Current | Sunnyvale, CA

- Design strategy and launch framework for a new Apple social initiative, aligning creative, legal, and product stakeholders to ensure seamless rollout
- Establish reporting and insights process to track early performance, identify opportunities, and inform ongoing optimization for long-term channel growth

SOCIAL PLATFORM MANAGER APPLE (VIA MAGNIT)

January 2025 — June 2025 | Sunnyvale, CA

- Oversaw publishing operations and quality control for Apple's YouTube channel (19M+ subscribers), collaborating across global internal teams to ensure legal compliance and content integrity
- Monitored takedowns, expirations, licensing, and platform issues across organic channels
- Moderated social channels and analyzed platform data to inform content performance and audience behavior for executive reporting

MANAGER, SOCIAL MEDIA & CONTENT PELOTON

February 2024 — May 2024 (layoffs) | New York City

- Led a TikTok Fitness content partnership, producing weekly TikTok Lives with instructors and managing talent logistics, content planning, SEO reporting, and budgets
- Partnered with external agencies to refine social and creator strategies
- Coordinated FY25 social planning, including budget forecasting and cross-functional workflow development
- Created detailed production timelines and checklists to streamline content delivery across teams, reducing turnaround time by 60%, from 2+ weeks to under 3 days

SENIOR COMMUNITY ENGAGEMENT MANAGER THE NEW YORK TIMES

August 2023 — February 2024 | New York City

- Developed and launched NYT Games' TikTok, Threads, WhatsApp, and X accounts; WhatsApp channel grew by 1M+ followers and TikTok content earned 3M+ views in under 6 months
- Led content and audience strategy for flagship games (Wordle, Spelling Bee, Crossword), working closely with editorial, product, and design to align messaging with community behavior
- Supervised community team and integrated user feedback into engagement strategy
- Oversaw project planning and execution for multi-platform campaigns tied to NYT Games tentpoles, coordinating with product, newsroom, marketing, and creative teams
- Developed and maintained project trackers for channel launches (e.g., Threads, WhatsApp), ensuring timely rollout and stakeholder alignment across departments

COMMUNITY ENGAGEMENT MANAGER, GAMES THE NEW YORK TIMES

August 2021 — August 2023 | New York City

- Orchestrated community messaging during the Wordle acquisition and rollout, helping maintain user loyalty
- Produced UGC-driven campaigns and content features spotlighting the Games audience — resulting in the #2 top-performing article across NYTimes.com on a daily basis
- Managed audience touchpoints via newsletters, direct email responses, and editorial comments (1,000+ daily)
- Collaborated across newsroom and games platforms to execute cross-functional social campaigns

SOCIAL MEDIA EDITOR INSTYLE.COM

September 2019 — August 2021 | New York City

- Directed multi-platform strategy (Facebook, Twitter, Instagram, TikTok) for a 12M+ audience, with a focus on driving web traffic and increasing engagement
- Developed platform partnerships (Smartnews, Flipboard, Facebook) and coordinated editorial integrations with live events, such as the Golden Globes, and podcast launches
- Collaborating with video team on edits, social-first video concepts, budget, and monetization

ASSISTANT SOCIAL MEDIA EDITOR INSTYLE.COM

April 2018 — September 2019 | New York City

- Increased Facebook engagement by 127% YoY through a redesigned posting strategy
- Developed a new social video strategy, resulting in a 2,934% YoY increase in Facebook video revenue
- Created real-time social activation plans for print magazine cover releases
- Managed Apple News partnership and push alert programming