

DIGITAL MEDIA STRATEGIST

KIWI BAILLEY



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Digital Media Strategist

WHO I AM

I have worked with non-profits, corporations, and solopreneurs to **build communities** in the social media sphere. Based out of Nashville, TN, I hold a **B.S. in Journalism – Public Relations** from Middle Tennessee State University and have been published on AboutPR.com and MMagazine.

WORK WITH ME

With more than **15 years of experience** in the digital realm, I can help make your next project or campaign sparkle. From one-off events to long-term campaigns, we can put together the **perfect plan** for your needs.



CONTENT STRATEGY

Your audience is as unique as your business. With **over 15 years of experience** in the digital field, I have the knowledge and expertise to create a strategy that caters to your niche.

SOCIAL MEDIA MANAGEMENT

Posting is more than just pushing send; I look at the **account analytics & platform best practices** to find the perfect times to schedule your content to have the best chance of success.

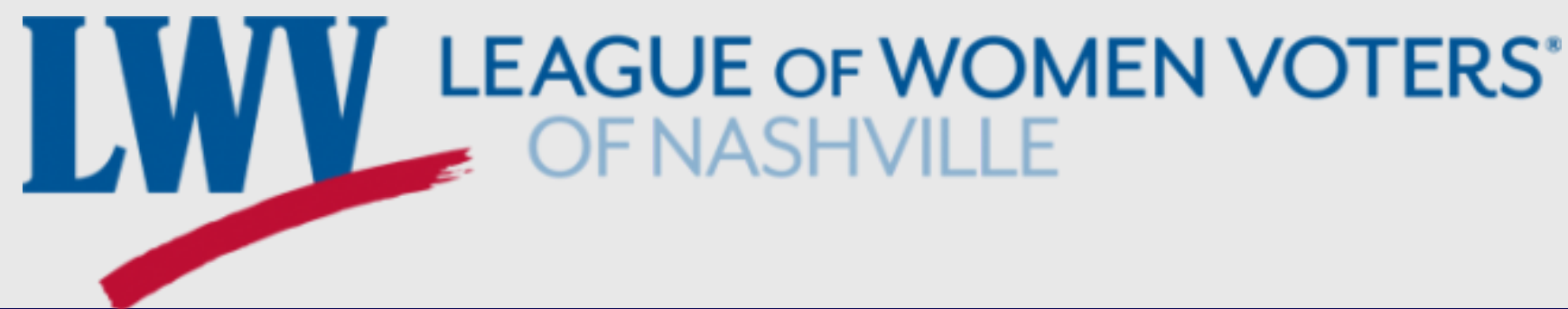
PROJECT MANAGEMENT

There are a lot of moving pieces in campaigns. As a **certified Asana Ambassador**, I can organize workflow so that each piece of the puzzle is delivered on-time.

CONTENT CREATION

A consistent content flow is an important part of any digital strategy, and I am adept at **creating written & graphic pieces** that can fill the gaps between long-form projects.

BRANDS I'VE WORKED WITH



Content Strategy: Album Release Plan

Our teen pop client was gearing up for their **debut album release** following their successful stint on a popular reality singing competition.

We focused on a **grassroots approach** to build buzz and anticipation among the fanbase by creating interactive pieces that encouraged fans to participate by posting with a different preset hashtag each day. At the time, this could guarantee **multiple hour-long top 5 Twitter trends with an estimated value of \$90,000**.

Additionally, we planted some strategically leaked clips through large-following fansites, which allowed fans to **create their own content** that we could then share.

We replicated this process for this client to **win a fan-favorite vote at a youth award show**.





Content Strategy: Lawnmower Company

A lawnmower company partnered with us to create an **integrated sponsored content** campaign to promote their venture into original digital programming series to be propagated across all of our digital platforms.

We worked with the client to **create adver-torial social and website postings**, while also utilizing traditional advertising methods, like preroll and banner ads. Additionally, we worked with programming and the on-air teams to integrate this content during our own original programming and OTT option.

This project closed with a total digital footprint of **over 850K impressions across all digital platforms**.



Social Management: Fan Club Influencer

I was recruited by a teen actress and her team to manage and lead her **fan online community** in relation to her television shows and subsequent solo projects.

In this role, I ran a fan-Twitter account and spearheaded **numerous Number 1 Worldwide Trends** over a 4 year period. I would also work with her digital management team to **direct fan efforts** in supporting releases, premieres, and partnerships. Additionally, I was frequently deputized to dispel rumors or bolster buzz on items that were in the process of being confirmed.

At the end of 2014, the account had **24.7K followers** and had been **featured in MMagazine**, and was recognized by multiple online publications as a **reliable source for information**. As of 2021, my methods are still being used in similar applications in that sphere.





Social Management: Niche Cable Network

The niche cable network did not have an active digital presence before I came on board. A digital team was quickly assembled with my role primarily focusing on maximizing our social growth and presence.

In the two years I worked with this network, I managed **consistent postings** of regular feature contributors and programs. Using **best practices, user data, & social heat maps**, I strategized when the prime posting times were for particular pieces, regularly having our content appear in the **"Explore" pages** of social apps.

During my tenure, we saw a **6x increase Facebook average reach**. Since taking over the Instagram posting in 2020, we **increased our followers by 32% in 11 months**.

Project Management: Annual Agriculture Youth Group Convention Coverage

The niche cable network has a long-standing partnership with an agricultural youth group to cover the annual national convention. With 2020 being an unprecedented year for live event coverage, our strategy needed to shift from the "boots on the ground" approach of years past to a **streamlined virtual execution**.

The digital side of the convention coverage included two sponsor sales initiatives with a combo of on-air, social, and web placement, daily convention summaries, pre-event lead-up content and graphic creation, and event livestreaming, during convention hours to assist viewers. This project was managed through **Asana**.

Final numbers for this coverage include a **34% increase in web views** and over **2.41 million social impressions** across all platforms.





CONTENT CREATION

1 DAYS UNTIL **Halloween**

4 DAYS UNTIL **Election Day**

27 DAYS UNTIL **Thanksgiving**

56 DAYS UNTIL **Christmas**


63 DAYS UNTIL **2021**



This year, our
Rose Parade float
measures
24 ft
tall...
or about the same
height as a
giraffe!

RFD TV
Rural America's Most Important Network

ON RFDTV.COM




Hundreds of cows die in
Upstate New York farm fire

Swipe Up To Read More ↑

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Rural America's Most Important Network

I BELIEVE
IN
Dolly



eFabKiw106

LEARNING TO DO,
DOING TO LEARN,
EARNING TO LIVE,
LIVING TO SERVE.

RFD TV
Rural America's Most Important Network

Mutual of Omaha's
WILD KINGDOM



Episode Description
Or Fun Fact

HAPPY 104TH BIRTHDAY



TO THE NATIONAL PARK SERVICE
AUGUST 25, 2020

6:27 PM 100%

Sunday Scaries
Incoming Call



Remind me Message

Decline Accept

Graphic Samples

HOW TO: NETWORK LIKE A BADASS

Thursday, April 18, 2019 by Kieran Bailey

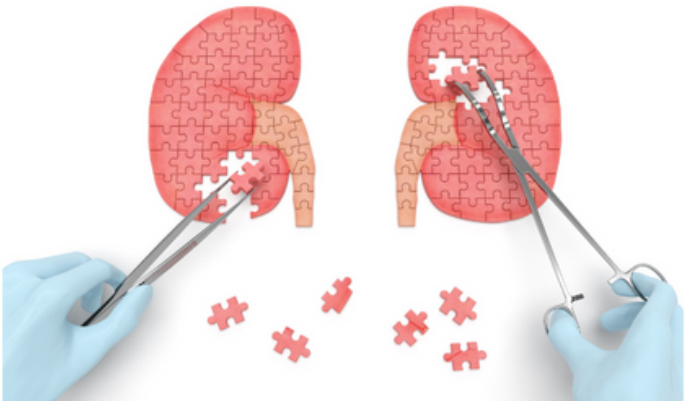
no excuses



Learning to network is a process. Some people are wonderfully extroverted and take to this like eating and breathing. It gets less scary the more you do it and ultimately can enhance your life by giving you additional resources to use in many areas of your life. You might even make a friend or two.

MY KIDNEY FAILURE STORY

Thursday, April 18, 2019 by Kieran Bailey



When I awoke a few hours later, I had two tubes coming out of the side of my neck. They were wrapped in gauze and looked like a giant Frankenstein bolt. How very Halloween-y.

Writing Samples

WHAT HAPPENED TO QUIBI?

Thursday, October 22, 2020 by Kieran Bailey



How did a braintrust of some of the most well-known players in media come crashing down in such a spectacular fashion? The idea was stale, tried and played out, and about 5 years too late.

[View More](#)

50 YEARS OF WOMEN IN THE FFA

Friday, October 18th 2019, 3:12 PM CDT by Kieran Bailey



This year marks the 50th anniversary of women gained full membership in the FFA. The road was full of bumps along the way, but on October 17th, 1969, the word “male” was struck from the FFA constitution, allowing women to take their place in the organization.

HISTORY OF THE STAR-SPANGLED BANNER

Monday, February 10th 2020, 12:48 PM CST by Kieran Bailey



In 1814, Francis Scott Key wrote a poem while watching the British bombard US Fort McHenry and waiting to get back to land. A little over a century later, that poem would become one of the most revered and recognizable songs in the country.

GET IN TOUCH

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