



# Allison Solberg

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## EXPERIENCE

### Social Media Strategist – 10X Lab

May 2015-present

#### The Manifest Social Media Department became 10X Lab in May 2015

- Collaborates with team and develops overall social strategy for current and potential clients. Oversees governance, standards, and metrics.
- Actively researches social media landscape and related digital trends. Develops recommendations to best address and leverage industry updates for clients. Provides research to Account and Business Development teams to expand services & increase revenue.
- Identifies and establishes new processes and frameworks for team efficiency.
- Manages and develops daily company meetings to inform and update team members on industry news and trends.
- Major brands I've worked with: ServiceMaster Corporation, Shopkins Toys, Sock it to Me, Adler Planetarium, Jewel Osco, and Violife.

### Social Media Manager – Manifest Digital

January 2015-May 2015

- Performed day-to-day account work and acted as the liaison between client and agency. Total number of accounts managed at once: 5.
- Managed clients' social media presence on platforms such as Facebook and Twitter. Prepared monthly & weekly reports to highlight engagement metrics and insights.
- Designed social media images to help increase brand engagement and overall awareness. (Tools used: Pixelmator and Adobe Photoshop)

### Social Media Manager – Netplus

August 2012-November 2014

#### Promoted from Social Media Coordinator in January 2014

- Managed the Social Media team. Assisted Account team to develop and present pitches for new business.
- Oversaw the social strategy for top brands' communities exceeding 700k followers/fans on channels such as Facebook, Twitter, Pinterest, Google+, and Instagram. Client industry experience varied from CPG, Healthcare, and Retail.
- Effectively managed and optimized in-depth paid media campaigns on social platforms such as Facebook and LinkedIn.
- Developed blogger/influencer outreach programs and relationships to support clients' social media campaigns.
- Major brands I worked with: Mrs. Dash, Cream of Wheat, Ortega, Alfred Angelo, K'NEX, Merck, and Airborne.

### Social Media Strategist and Founder – Solberg Solutions, LLC

July 2012-present

- Launched a consulting company to help support and advise local businesses and organizations on developing a social media marketing strategies.

## PUBLICATIONS

### 4 Reasons Why Your Business Shouldn't Hire a Social Media Intern – [Social Media Today](#)

June 2015

### The Evolution of the Facebook Algorithm: What it Means For Your Strategy – [Social Media Today](#)

August 2015

### How to Easily Collect User Generated Content on Instagram – [Social Media Today](#)

September 2015

## COMMUNITY LEADERSHIP

### Volunteer Social Media Manager – Philadelphia American Marketing Assoc.

June 2014-November 2014

### Student Events Guest Speaker – Villanova University

May 2013-October 2014

### Guest Instagrammer – Manayunk Development Corporation

August 2013

## ATHLETICS

### Villanova University Division 1 Tennis Team

August 2008-May 2012

- Competed in top 3 of singles and doubles on the Women's Varsity Tennis Team.
- **Team Captain** for Fall 2011 and Spring 2012 seasons.

### IMG Bollettieri Tennis Academy

January 2003-August 2009

- Trained full-time at the academy for five years. Competed in USTA, ITF, ITA, & WTA tournaments around the world.

## EDUCATION

### Villanova University

- Bachelors of Arts, Communication, Concentration in Public Relations with Minors in General Business and Marketing.
- Villanova Summer Business Institute Graduate.
- Dean's List as a Varsity Athlete & Big East Conference All-Academic Team.

### 2014 SXSW Interactive Conference

## SKILLS & TOOLS

Microsoft Office • Mac OS X • Radian6 • HootSuite • Sprout Social • Curalate • GoPixel • Iconosquare • Final Cut Pro  
Adobe Photoshop • Facebook Developers • Facebook Power Editor • Google Analytics • SnapApp • WooBox • Pixelmator