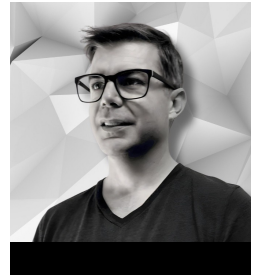


Sean Patrick

Farrell



+ Personal Information

📍 San Diego, United States
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🌐 spf.social

+ Profile

Objective-driven Social Media Manager with several years of experience creating and implementing successful social media strategies. Proficient in analyzing data and trends to optimize engagement and drive brand awareness. Skilled in content creation, community management, and campaign development. Committed to delivering exceptional results and fostering meaningful connections with audiences.

+ Work Experience

📅 08/2022 – 08/2023 📍 CARLSBAD

Social Media Manager **Masimo Consumer**

- Successfully managed the social media presence for prominent brands such as Polk Audio and Definitive Technology, as well as spearheaded the triumphant launch of two new brands, Masimo Wearables and Masimo Stork, across various social media platforms.
- Developed and executed robust social media strategies aligned with brand and business objectives, resulting in heightened engagement across multiple channels.
- Pioneered a groundbreaking Influencer Marketing program for Definitive Technology by hosting influencers at the Masimo Consumer headquarters, utilizing state-of-the-art experience rooms and premium audio equipment. This innovative approach maximized resources, elevated the influencer experience, and increased engagement and brand resonance.
- Managed comprehensive influencer relationships, content calendars, and community engagement, all of which played a crucial role in enhancing brand loyalty and customer interaction.
- Monitored campaigns continuously, conducted performance analysis, and assessed customer sentiment to drive ongoing improvements.

+ Work Experience

📅 06/2021 – 07/2022 📍 NEW YORK

Social Media Specialist **Acreege Holdings**

- Played a pivotal role in shaping and executing impactful brand campaigns and social media content strategies for Acreege Holdings and its dynamic subsidiaries.
- Increased brand awareness and fostered lasting brand loyalty by connecting brands to their target audiences.
- Orchestrated a monumental increase in The Botanist's Instagram following, from under 3,000 followers to over 30,000 followers within six months.
- Successfully launched Superflux, an innovative cannabis product brand, by driving digital content creation and community management efforts, resulting in over 23,000 Instagram followers in less than 10 months.
- Spearheaded the social media presence of individual local dispensaries, achieving consistent monthly growth in followers and engagement metrics for each unique page.
- Collaborated with dispensary managers to provide instruction on content creation, social calendar planning, and creative content ideas.
- Achieved impressive growth through entirely organic means, showcasing adeptness at cultivating meaningful online communities.

📅 06/2016 – 02/2018 📍 NEW YORK

West Coast Sales Director **Jerry Media**

- Spearheaded impactful initiatives that elevated the prominence and reach of Jerry Media, a trailblazer in Social Media Influencer Marketing celebrated among Gen-Z and Millennials
- Orchestrated a sophisticated high-level prospecting program, delivering personalized value propositions to top-tier executives and effectively piquing their interest in Jerry Media's diverse array of products and services
- Drove enhanced reach for Jerry Media and facilitated the acquisition of enterprise-level accounts across diverse verticals including technology, sports, media, manufacturing, hospitality, and entertainment
- Recognized as a prominent Social Media influencer within the San Diego community, with national

+ Work Experience

recognition from esteemed media outlets such as The New York Times, The Wall Street Journal, The Boston Globe, CBS National News' "CBS This Morning," Mashable, and ESPN

- Collaborated with notable brands such as Bumble, Burger King, Fanduel, MTV, RetailMeNot, Hallmark, and Funny or Die on branded content, further cementing Jerry Media's prominence as a unique multi-platform comedy entertainment brand with an impressive presence across major social networks and digital media platforms.

📅 07/2013 – 01/2015 📍 SAN DIEGO

Director Of Customer Service Snaptracs Inc. (Qualcomm Spinoff)

- Successfully transformed the Customer Service Call center at Qualcomm, elevating the Better Business Bureau rating from a B to an A.
- Led the transition from a conventional service-oriented team to a pioneering hybrid Customer Service and Salesforce, which emerged as the company's premier source of sales.
- Redefined the call center's role by shifting focus to a combined service and sales approach, resulting in the call center becoming the primary driver of Tagg the Pet Tracker sales, surpassing even major e-commerce platforms.
- Strategically relocated the call center to a nearshore location, optimizing operational expenses while maintaining top-notch customer service capabilities.
- Implemented innovative customer service tools such as an online community support portal, reducing call volumes and significantly enhancing customer satisfaction.
- Successfully resolved customer issues through proactive management of Tagg's social media platforms.
- Contributed significantly to the acquisition of Tagg, reflecting the culmination of our team's hard work and dedication.

📅 04/2009 – 09/2012 📍 SAN DIEGO

Associate Product Manager for Trapster Nokia

- Joined Trapster as Associate Product Manager in 2009, driving it to achieve top 3 status among driving apps through a strategic and comprehensive approach.
- Implemented effective market share optimization strategies, leveraging web design, content strategy, customer service, and press outreach to establish Trapster as a leading navigation social networking app.
- Engineered and executed sophisticated marketing initiatives, resulting in a remarkable user base growth from 250,000 to 9 million within a year, ultimately exceeding 24 million users by 2012.
- Garnered recognition from prestigious publications

+ Work Experience

such as Time Magazine, Wired, and CNET, solidifying Trapster's industry impact and acclaim.

- Contributed to the successful acquisition of Trapster by Nokia in 2010, further reinforcing its significance within the navigation and mobile app industry.

+ Skills

Social media strategy	Professional
Content creation	Professional
Analytics and reporting	Professional
Community management	Professional

+ Strengths

Strategic planning,

Content creation,

Analytics tracking,

Community management,

Brand development,

Social media advertising.

+ Hobbies



Family Time



Exploring
distant lands



Capturing
moments



Feeling the
music



Giving My Dog
His Best Life



Seinfeld Reruns

+ Certifications & Links

- Visit <https://spf.social> for a list of my 30 certifications.
- LinkedIn: [linkedin.com/in/SeanPFarrell](https://www.linkedin.com/in/SeanPFarrell)
- TikTok: [tiktok.com/@spfsocial](https://www.tiktok.com/@spfsocial)

+ Volunteering

📅 03/2012 – PRESENT 📍 SAN DIEGO

Website Designer The Shine Project Foundation

Since 2012 I have volunteered my time to design and maintain [theshineprojectfoundation.org](https://www.theshineprojectfoundation.org).