

Michelle Quintero

925-203-0057 · michelle.quintero8@gmail.com · michelleqmarketing.com
San Francisco Bay Area

PROFESSIONAL SUMMARY

Results-driven social media professional with expertise in social media operations, analytics, and content strategy. Proven ability to track, measure, and optimize social media performance across multiple platforms while driving engagement and brand growth.

PROFESSIONAL EXPERIENCE

Social Media Manager

Feb 2022 - Present

Zelle/Early Warning

- Social media management, including content creation, editorial calendar, scheduling
- Collaborate with internal stakeholders and agency partners to develop, schedule, and optimize social content
- Implement performance tracking systems, establishing platform-specific KPIs and success benchmarks.
- Analyze performance data to generate strategic insights, optimizing campaigns and guiding marketing decisions.
- Utilize social listening tools to identify trends, cultural moments, and audience insights, integrating them into strategic content activations.
- Grew Zelle's audience by 49% on Instagram, 42% on Facebook, and 37% on X over three years while maintaining a 5.2% engagement rate.

Marketing Advisor

Nov 2019 - Feb 2022

Compass Real Estate

- Led social content planning and scheduling for @compasseastbay, achieving a 9.2% average monthly follower growth rate.
- Advised real estate agents on digital and social marketing strategies, integrating best practices for engagement and lead generation.
- Analyzed campaign performance and optimized future initiatives based on key insights.

Freelance Social Media Manager

Dec 2018 - Nov 2019

- Developed customized social media strategies for clients, leading to a 224% increase in Instagram engagement and a 159% increase on Facebook.
- Created and scheduled content calendars while tracking performance metrics for continuous optimization.
- Provided in-depth social media reporting and insights.

Social Media Coordinator

Jan 2016 - Mar 2018

Coldwell Banker Real Estate

- Managed 13 company social media accounts, scheduling daily posts and monitoring performance.
 - Led editorial planning and collaborated with marketing teams to create engaging, brand-aligned content.
 - Wrote, planned, and oversaw content on the company's blog sites.
 - Developed content performance reports, identifying areas for improvement and optimization.
-

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Broadcast Communications

San Francisco State University

Graphic Design Certification

San Francisco State University

AI Academy Certification

Latinas in Tech

TECHNICAL PROFICIENCY

Social Media Management & Analytics Platforms

Sprout Social, Hootsuite, Buffer, Meltwater, Google Analytics

Adobe Creative Suite

Photoshop, InDesign, Illustrator

AI & Automation Tools

ChatGPT, Google Gemini, Claude