

# Sandra Reese

## Unconventional Beauty

*Social Media // Influencer Partnerships // Digital Communications*



*“Vitiligo has challenged me to dig deep and find myself. I knew that I wanted to follow my dreams and make a difference, and that’s exactly what I’m going to do.”*

My name is Sandra Reese and I am a graduate of the State University of New York at Cortland with a Bachelor’s degree in Communication Studies. I also received my Certificate in Fashion Industry Essentials through Parsons School of Design x Teen Vogue. My ultimate career goal has always been to work in PR or Social Media. I first fell in love with the fashion industry when I came across international model Winnie Harlow in the pages of *VOGUE*. She instantly inspired me because she has the auto-immune skin condition called Vitiligo that I have as well. I knew if she could beat the odds, so could I.

It also was the start of my love for the beauty and fashion industry. Because of my skin, I began taking note of the packaging, the ingredients, and even the inclusivity of the products I used all while embracing my unique style as a way to express my true self.

I noticed that the Vitiligo Research Foundation did not have any social media accounts, so I pitched my ideas and was later contacted by the CEO, Yan Valle. I then took over their existing Facebook and Twitter accounts and a few years later I took the initiative to create an Instagram page. Vitiligo has challenged me to dig deep and find myself. I knew that I wanted to follow my dreams and make a difference, and that’s exactly what I’m going to do. This is my time to stand out.

***“This is my time to stand out.”***



# RESUME SUMMARY

## Education

**State University of New York at Cortland** -  
Bachelor's Degree in  
Communications

**Fashion Industry  
Essentials Certification  
Program** - Parsons  
School of Design x  
TeenVogue

## Experience

**Account Executive** - Sociallike, November 2019 -  
Present

**Global PR & Social Media Manager** - Vitiligo  
Research Foundation, October 2015 - Present

**Social Media Marketing** - Saks Fifth Avenue //  
OFF 5TH, April 2019 - November 2019

**Global Communications & Brand Partnerships** -  
Fresh Beauty (LVMH), May 2018 - April 2019

**Paid Media** - Christian Dior Couture, October  
2017 - May 2018

**Public Relations & Social Media** - MBA Partners  
Agency, May 2017 - October 2017



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# ACCOUNT MANAGEMENT



I am currently an Account Executive at Sociallike, a creative social media agency that works with a wide variety of clients within the hospitality, health/wellness, child development, and beauty industries. More specifically, Sociallike's clients include Florajen Probiotics, smarTrike, AC Marriott Hotel, HGU, Source Naturals, Our/NY Vodka, a skincare/beauty line, and more.

My role is dedicated to ensuring all client needs are met in addition to the below:

***Creating shot lists / Organizing photo and video shoots***

***Monthly reporting including strategic insights and recommendations***

***Editorial calendars + captions & community management***

***Influencer Management***

***Advising on paid media efforts including overall budget, audience, and creative***

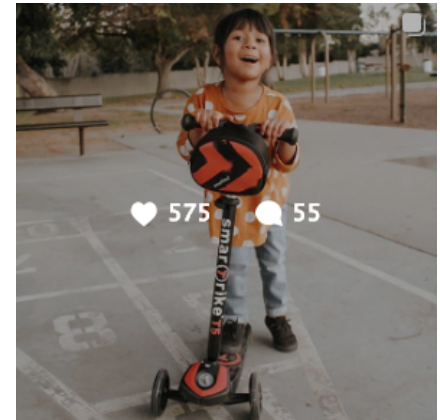
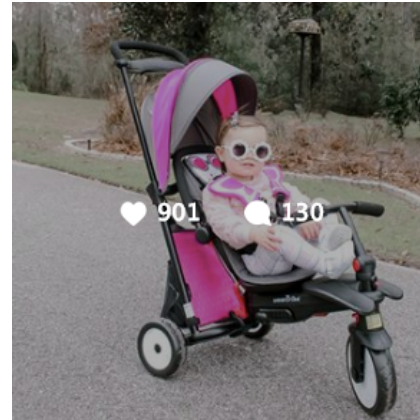
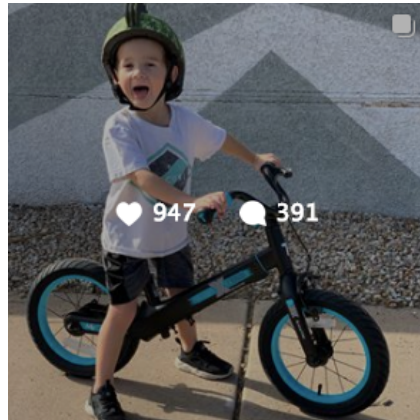
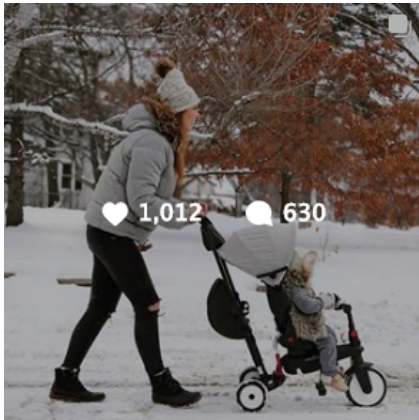
***Lead weekly client calls for multiple accounts***

***Answer all client emails within 24 hours***

# INFLUENCER PARTNERSHIPS

I currently oversee the entire influencer program for the Israel-based child development company smarTrike, which includes vetting influencers for approval, initial outreach, deliverable negotiation, contract development, and final wrap-up reports. I carefully select influencers based on their level of content aesthetic, engagement rate, audience insights, and ratio of sponsored vs. organic content.

smarTrike requires 10-15 US influencers + 5 Canada-based influencers a month, ranging from micro influencers such as [@claire.p.jones](#), [@gemlicaaa](#) and [@raisingmytribe12](#) to macro-level talent including [@baby\\_fitgym](#), [@everydaywithember](#) and [@allieroyall](#). As a result of working as the point lead for influencers across multiple accounts, I have developed a strong influencer network that can be utilized within a variety of industries.



# BRAND AMBASSADORS

socialike

I also developed a multi-tier ambassador program for one of our beauty clients, [Dickinson's Witch Hazel](#), consisting of super fans, micro-influencers and celebrity talent.

I hand picked each participant in the program based on content quality, brand enthusiasm and their audience reach / engagement. To get this process off the ground, I created separate campaign briefs, outreach letters, campaign deliverables, incentives and timelines for each of the three levels. This was Dickinson's first ever brand ambassador program and we can't wait to see the results!



# CONTENT CREATION

Some of the brands we work with at Sociallike did not have any social media management and needed a completely new approach to social. In this case, after delivering a deck outlining a brand audit, profile optimization recommendations, and a yearly strategy, I put together a shot list for a photo shoot to develop social-first content.

I like to use a mix of influencer, UGC, and in-house creative when running social media accounts. Provided is an example of how I elevated content for one of our clients on Instagram: @florajenprobiotics.

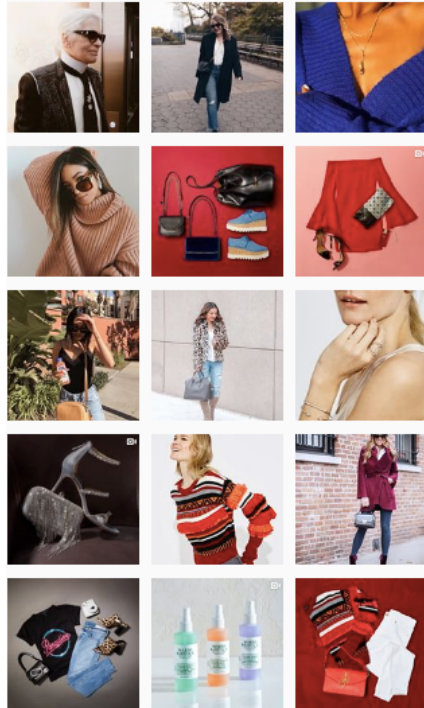


sociallike

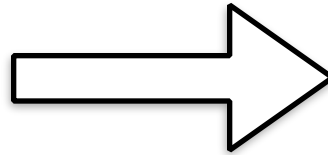
# SOCIAL MEDIA MARKETING



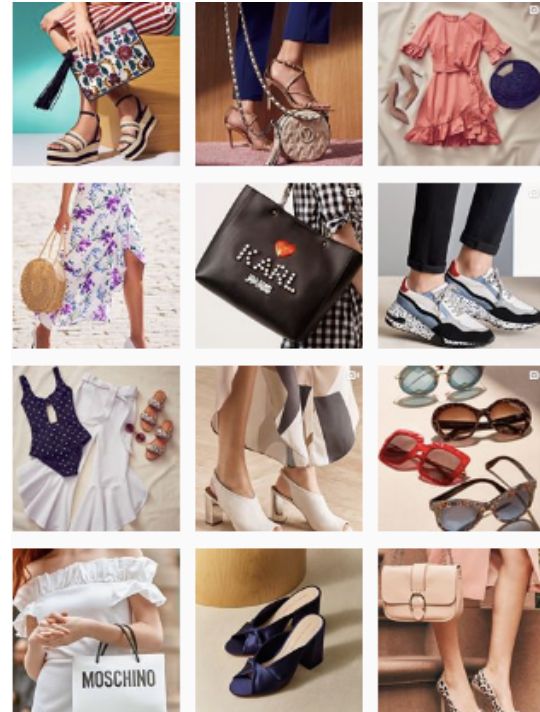
During my time at Saks OFF 5TH, one of my most significant responsibilities was to elevate the brand's social media content. By working directly with Saks' creative team, I was able to rework the content strategy used across all social channels.



*Then vs. Now*



Cohesive Color Scheme  
Increased Video Content  
Editorial Angle  
More Captivating Content  
Speak to Current Trends  
Listen to what followers like/dislike



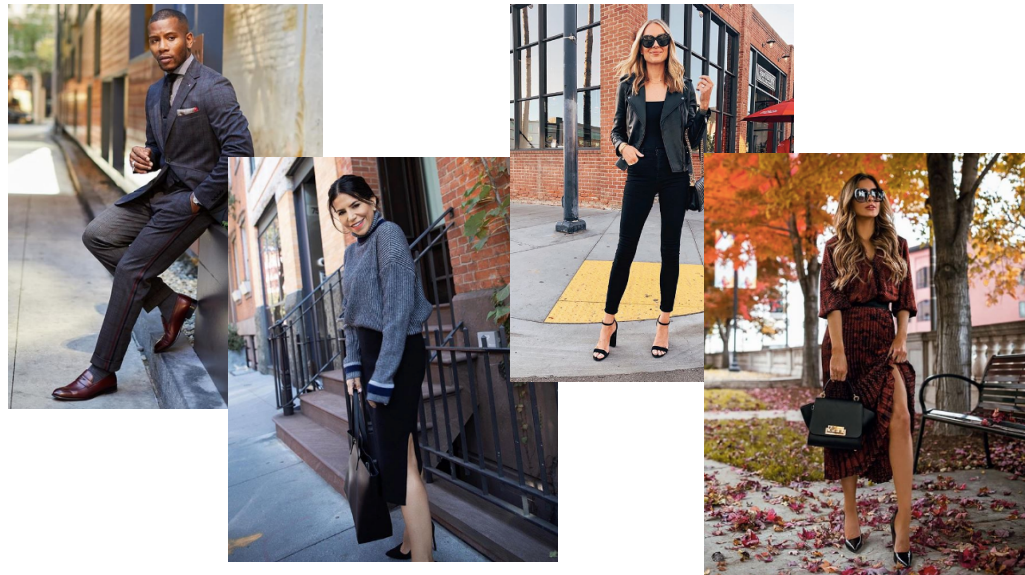


# INFLUENCER MARKETING / EVENTS



At Saks OFF 5TH, I also helped execute all influencer partnerships in conjunction with our influencer marketing agency. I handled all communication with our agency partner to ensure all campaigns ran effectively.

Most influencer partnerships were aimed at a specific sale or key trend depending on the season. We worked with a variety of influencers, including [@mensstylepro](#), [@miamiamine](#), [@fashion\\_jackson](#), and [@oliviajeanette](#). Many of the influencers we worked with frequently attended events hosted by the brand as well. I was responsible for covering these events on social media and for interviewing the influencers for inclusion on Saks' Instagram stories.



# COLLATERAL + ASSET CREATION

*fresh*

During my time with Fresh Beauty, a large part of my daily responsibilities included working with our design and social team to create collateral pieces which were included in all influencer mailings. These collateral cards were designed social-first to educate editors and influencers about our newest launches.



*fresh*

**STEP 1**  
Get smooth, wonderfully soft lips in seconds with Sugar Lip Wonder Drops  
Advanced Therapy  
A new water-based, leave-on lip exfoliant

**STEP 2**  
Add some sweet hydration with Sugar Coconut Hydrating Lip Balm  
A new tropical flavor that locks in 24-hour moisture

**STEP 3**  
Spice up your final look with Sugar Spice Tinted Lip Treatment Sunscreen SPF 15 A subtle rose nude with SPF from our iconic lip treatment collection



While you're dreaming, our new Lotus Dream Cream

- protects with antioxidants
- minimizes signs of aging & fatigue
- boosts skin's glow

A dreamy night cream with a whipped texture and a comforting peach scent.

@FreshBeauty  
#SkinOfMyDreams

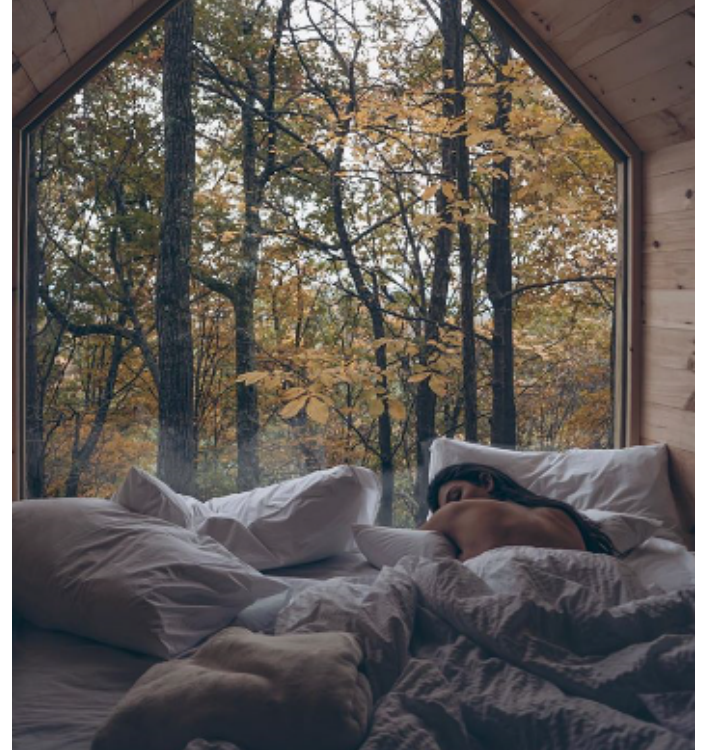
# BRAND PARTNERSHIPS

*fresh*

Fresh partnered with Shopbop in fall 2018 for their Shopbop X Levi's Influencer Retreat. I oversaw all of the gifting and worked directly with the Shopbop communications team to collaborate on the best products to provide. I also helped brainstorm the best points of gifting throughout the retreat. We saw great results and many social media placements.



*Fresh's Blue Box Gift was placed in a wooden crate in each suite.*



# PRESS TRIPS

*fresh*

Fresh hosts multiple influencer press trips every year to celebrate new product launches and increase brand awareness. In August 2018, I was given the opportunity to travel to Umbria, Italy to assist on a press trip with Fresh's China team and T-Mall executives where we shot exclusive content for Super Brand Day with VOGUE China. T-Mall is one of China's biggest retailers and they invited Fresh to shoot an exclusive video with a Chinese celebrity for their homepage.

The trip helped T-Mall executives and the celebrity team learn about Fresh's Umbrian Clay line as well as the brand as a whole. I managed all travel itineraries for the US and China teams and assisted in planning the entire 8-day stay.

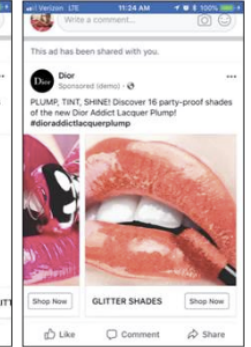
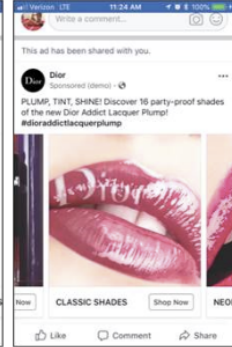
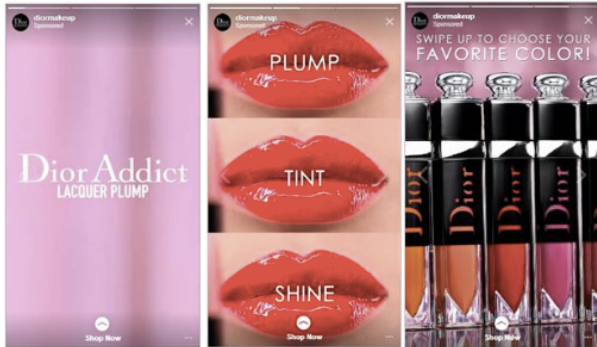


# PAID MEDIA

DIOR

At Christian Dior Couture, I assisted in executing all media campaigns for makeup, women's fragrance, skincare, and occasionally men's and women's RTW across print, digital, social, OOH, and TV platforms. A large part of my job required me to request assets and approval from our Paris headquarters and then relay their feedback to our media agency to help build our campaigns.

I ensured that each campaign was able to launch on time and that we had all the necessary creative assets to successfully execute Dior's vision. Following the completion of each campaign, I created recaps of key learnings and results in order to implement effective techniques for future promotions.



# PR/SOCIAL MEDIA MANAGER, VRF

## *What is the Vitiligo Research Foundation?*

[www.vrfoundation.org](http://www.vrfoundation.org)

The VRF is a registered 501(c) non-profit organization as well as a member of the United Nations Economic and Social Council. The Foundation works with ECOSOC to bring about discussion and action regarding skin disorders. One event that is affiliated with the UN is World Vitiligo Day (June 25th), and it is officially recognized on their calendar.

After initially reaching out to Yan Valle, CEO of the VRF, to inquire about working with the foundation, I was named the PR/Social Media Manager. The following slides represent a portion of the work I have done in this position. My work has also been recognized by the United Nations and the United States Congress.



# INSTAGRAM @vrfoundation\_



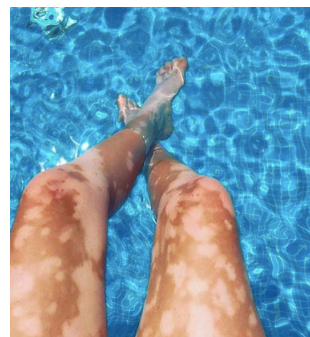
vrfoundation\_

Message



1,201 posts 7,485 followers 753 following

Vitiligo Research Foundation  
Changing the conversation about Vitiligo. #VRFHands  
[www.vrfoundation.org](http://www.vrfoundation.org)



refinery29 • Following  
New York, New York

refinery29 Prematurely planning our upcoming #summerfriday and it includes finding a pool to dip our toes in. 🌊👙 #TakeBackTheBeach cc: @vrfoundation\_ #R29Regram Load more comments

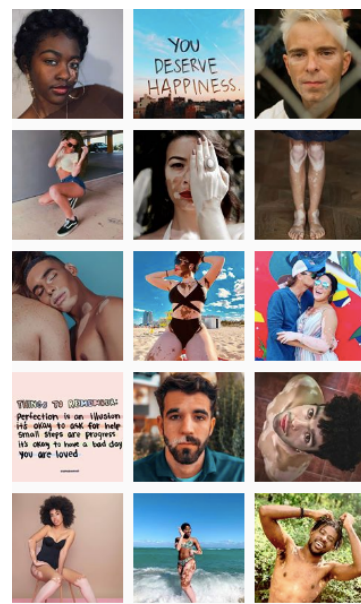
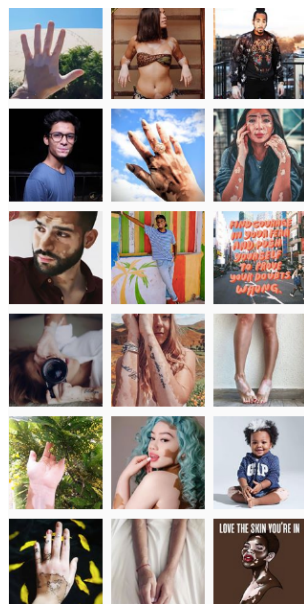
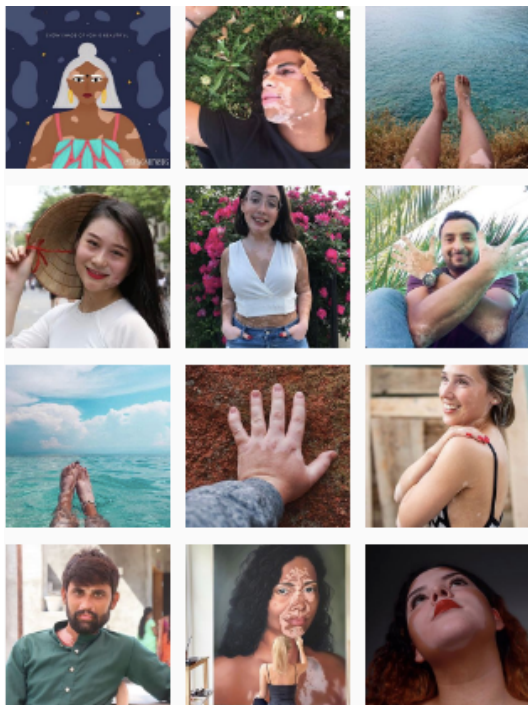
jenn.d.08 ❤️ funnyfaces Yes to all of this and most of all - yes to celebrating the skin you're in!

lucynelson04 Gorgeous alexiswinter1 Beautiful cindy\_caltri Thank you muggbeauty Never too early to plan your weekend ☺️ We just still need the pool weather in NY.

vrfoundation\_ So excited to see this! 🥰 Thank you muggbeauty All also in NYC👏👏👏

7,496 likes

add a comment...

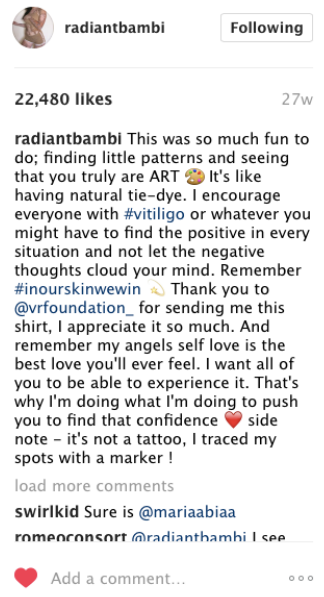
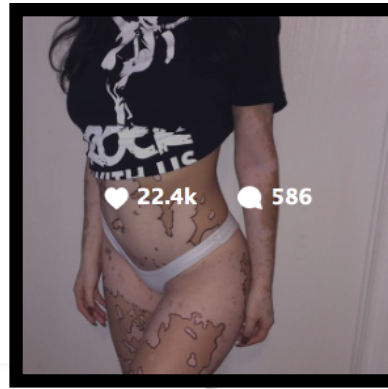


I officially created @vrfoundation\_ in the beginning of 2017. We gain new followers every day and our posts receive a lot of attention. We have even been re-posted by Refinery29 and Allure! Our most popular post received 2,300+ likes. I choose to post a mix of photographs I have shot myself as well as reposts from followers that tag us in their photos.

I like to keep our pictures slick, clean, and fun. I look for images that have a central focus. I choose pictures that are clear, bright, and make some type of bold statement to ensure a high engagement rate from our followers.

# INFLUENCERS

*T-Shirt Project continued...*



**Name:** Ashley Soto

**Instagram Username:** radiantbambi

**Instagram Followers:** 149K

After finding Ashley on Instagram, I contacted her to discuss a partnership with VRF. I explained our T-shirt project and she agreed to join the initiative. I let Ashley be as creative as she wanted with her post as long as she wore our shirt and tagged @vrfoundation\_. Our Instagram page doubled in followers overnight.

VRF did not compensate Ashley for this post. This is a single example of some of the influencer partnerships I have negotiated. Ashley continues to be one of our top supporters at a mid-tier influencer level.



# #VRFHands - Social Media/PR Campaign

This was the first Social Media/PR campaign I developed for VRF, titled “#VRFHands,” that ran for an entire month and now is an evergreen campaign that we use throughout our Instagram to encourage user-generated content. During the initial campaign, #VRFHands was strictly limited to Instagram.

Followers tagged us in pictures of their affected hands and used our hashtag so they could be included in the project.

The final photograph (right) was featured in VRF’s monthly newsletter and on the VRF homepage and was viewed by over 20,000 subscribers.



# INFLUENCER PARTNERSHIPS

Due to the success of our #VRFHands campaign, I decided to make #VRFHands the Foundation's exclusive Instagram hashtag. We encourage followers to post their affected hands using the hashtag with the potential opportunity to be featured on our page.

#VRFHands has been included in over 450+ posts on Instagram alone and has even been used by top celebrities/influencers who have shared their #VRFHands on social media.

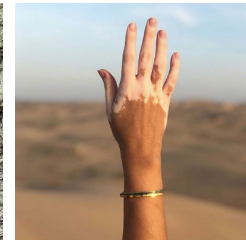
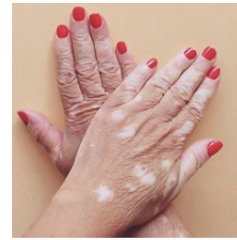
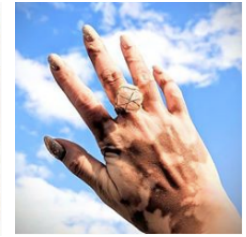
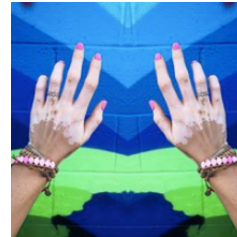
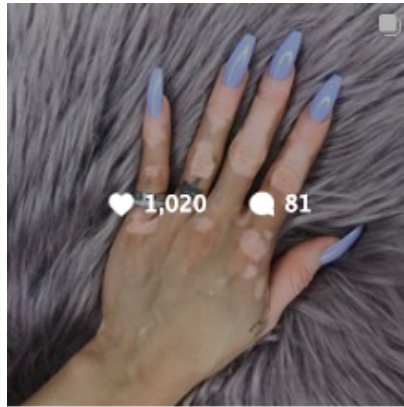
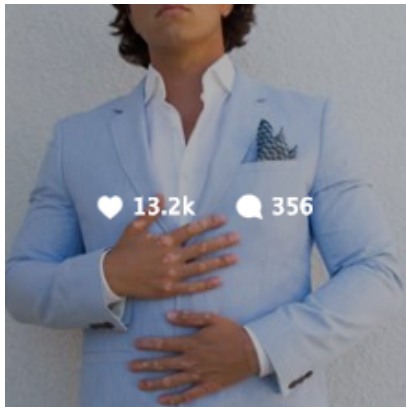
**@zaklongo**

225K Followers  
13.2K Likes  
356 Comments

**@tatefit13**

162K Followers  
1K Likes  
81 Comments

**USER GENERATED CONTENT**





#### RECOMMENDATION LETTER

As a CEO of 501(c)3 non-profit VR Foundation I have been supervising Sandra in her role of Social Media Manager since September 2015. During this time I developed a very high regard for Sandra based on the outstanding contributions that she made to our outreach programs.

Sandra volunteered to come onboard and take care of our social media activities. She showed great ambition, creativity and positive energy, and quickly brought our social media presence to a whole new level.

A true project leader, Sandra has also been coordinating activities of hundreds of volunteers during the World Vitiligo Day campaign, which was ultimately recognized by the U.S. Congress and the United Nations. In addition, Sandra created and launched a highly successful Instagram campaign #VRFHands that was met by countless participants with high enthusiasm.

Sandra is a naturally caring person with a strong helping orientation personality, who consistently demonstrated a solid support to our community members. She can work independently and is able to follow through to ensure that the job gets done.

Sandra Reese would be a tremendous asset for your company and has my highest recommendation. I am confident that Sandra will succeed at any role that requires intelligence, creativity, communication skills, service and positive attitude.

Please feel free to contact me if you need additional information or perspective.

Sincerely,

Yan Valle  
CEO VR Foundation

Mobile: (646) 327-8169

# CONTACT

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