






# KAITLIN LONG


GLOBAL MARKETING EXPERT

## CONTACT

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## EDUCATION

**The University of Georgia**, Grady College  
Bachelor of Arts in Digital Journalism  
Communication Studies Minor  
Sports Media Certificate  
May 2017

## SIGNIFICANT WINS

Launched the first-ever social-first TikTok series at Timberland, which received over 20M total video views.

Dominated Share of Voice at Timberland over our top competitors for an entire quarter due to social activations I led and project managed.

Recognized as a 2022 Foot Locker Global Leader for North America based on customer experience and sales performance.

Awarded Foot Locker Marketing Manager of the Year for executing purpose-based initiatives in North America.

Created and produced multimedia content featured on the NFL Network, SEC Network and Fox Sports.

Published an article on WNBA athlete Maya Moore, which was featured on the cover of the Gwinnett Daily Post Magazine.

Received the most-viewed story of the day in the Atlanta Journal-Constitution for an SEC football piece I wrote.

## SKILLS

Celebrity and VIP Relations  
Adobe Creative Suite  
CreatorIQ  
Influencer Strategy and Marketing  
Relationship Management  
Social Content Creation  
Social Strategy Strategy  
Sprinklr  
Digital + Experiential Marketing  
Cultural Industry Insights  
Financial Budget Management  
Hootsuite Certified  
Risk Mitigation and Brand Safety

## DIGITAL BRAND MARKETING EXPERIENCE

**Timberland**, Head of Global Social Media and Influencer

December 2022-Present

- Generated 312 million social impressions and 178 million interactions through disruptive marketing tactics on global scale
- Developed and executed cultural events strategy activating at events, such as Coachella, Met Gala, Fashion Weeks, NBA All Star Weekend and Super Bowl, building brand heat and energy
- Project managed agency on compelling, data-informed social creative strategy, content creation, in-person events and philosophies on evolving platform approach within an evergreen social playbook
- Developed high-impact social campaigns and defined a creative aesthetic for channels, such as Instagram, TikTok, Threads, X, Youtube and Pinterest
- Increased Global TikTok channel audience by over seven thousand percent by executing a platform-specific approach
- Managed global social calendar, provided social guidance to Tier 0 and Tier 1 talent and brand partners and managed global social campaigns for collaborations, such as Louis Vuitton, Jacquemus, Kith, Aimé Leon Dore and Swarovski
- Led global creator marketing strategy, managing partnerships from nano to celebrity tiers, for new brand launches
- Developed global creator framework, aligning with regional markets and ensuring strategic execution at scale
- Managed paid media campaigns from owned channels and executed creator content whitelisting to amplify brand reach and engagement
- Collaborated cross-functionally with creative, brand marketing, legal and digital teams to ensure platform-right, channel-right creative is driven and social trends are optimized
- Led the social creative review process with refined creative direction and strategy briefs for global and regional teams
- Managed social commerce strategies and optimized performance through ongoing A/B testing, audience insights and content iteration to maximize reach and engagement across channels
- Developed and wrote social campaign copy aligned with brand and individual channels’ tone and voice
- Executed social content capture at large brand activations and shoots, featuring high-profile talent
- Aligned with EMEA, APAC and NORA regions to implement social strategy on a global scale
- Led creative agency partners and integrated marketing teams, fostering a culture of creativity and innovation across the social landscape
- Served as the key liaison and consumer engagement expert with social platform partners, such as Meta, Google and TikTok

**Foot Locker, Inc.**

Senior Marketing Manager, Foot Locker

May 2021-December 2022

- Led influencer and event-driven marketing initiatives, such as Artist Lil Baby’s back to school giveback, which generated \$228k in sales in one day
- Drove over 3 billion impressions through securing editorial placements and social coverage from national outlets
- Managed monthly always on budgets over \$1M to execute high-ROI experiential activations with talent, such as Future, Gunna, 2Chainz, Mike Will Made-It, etc.
- Achieved a 40 percent sell-through for the adidas Trae Young ‘Peachtree’ sneaker drop through an owned event
- Increased the @footlocker Instagram channel audience by 1.7 thousand percent and maintained an 8 percent engagement rate
- Optimized brand partnership campaigns with vendors, i.e., adidas, Jordan and Nike to drive sales and brand awareness
- Pushed the envelope consistently to create new, interactive experiences that resonated with the North American consumer

Senior Social Media Coordinator, Champs Sports

April 2019-April 2021

- Increased Champs Sports Women’s social following by over 500 percent across Instagram and Facebook
- Managed influencer network and generated over \$2M in earned media value through organic partnerships
- Generated over \$3.5M in revenue through digital media product promotion on Instagram, Facebook, X and TikTok
- Managed \$1M digital Nike brand campaign that featured athletes, such as Jarvis Landry, Caris LeVert and Kelsey Plum
- Built weekly social calendar and Sprinklr analytics recap to share with all of Foot Locker, Inc.
- Project managed TikTok campaign around the Nike ‘Drip Pack’ that generated over 5M views organically
- Organized community event giveback with Dallas Cowboys at Champs Sports in Galleria Dallas
- Interviewed WNBA standout Skylar Diggins-Smith on digital production shoot with Complex and PUMA

**Harlem Globetrotters**, Senior Social Media Coordinator

April 2018-April 2019

- Drove the creation of engaging, shareable content with the athletes for platforms, such as TikTok, YouTube, Instagram and Snapchat
- Received the highest ever engagement rate in the history of the company’s Instagram for post I shot and produced
- Increased Instagram and YouTube following by over 230 thousand with content I shot, edited and produced
- Maintained a consistent, authentic brand voice across social platforms and engaged with digital audience on a daily basis
- Shot, edited and produced content for social and scheduled using Sprout Social and Twitter Media Studio
- Created and maintained a social content calendar and crafted weekly social media analytics reports

**Detroit Lions**, Multimedia Producer

May 2017-April 2018

- Shot/edited/produced daily videos including highlights, interviews and community events for DetroitLions.com/social media
- Shot/edited/produced in-game content for the video board at Ford Field and NFL Network
- Conducted interviews with athletes such as Barry Sanders, current players, coaches and executives
- Received higher engagement levels for content produced on Lions’ Snapchat than the Lions’ NFL takeover week
- Produced weekly shows on DetroitLions.com, such as 3 & Out with Lions Legend Chris Spielman

**IMG Sports Media**, UGA Athletics Production Assistant

July 2016-July 2017

- Shot/edited/produced/reported video content for all University of Georgia athletics on SEC Network
- Produced video board pieces, practice reports, hype videos, game highlights, features and social media videos
- Reported/hosted/filmed interviews from a plethora of sporting events, practices and games for web and TV
- Covered live press conferences weekly for UGA football and basketball