

overview → 25 yrs sr. digital strategist & creative director | leads social media strategy and operations as part of an organizations overall strategic communication and public relations efforts | proficient designer of campaign strategies/tactics to deliver content to audience clusters in timely, meaningful moments |

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MAYRA RUIZ-MCPHERSON, MA, MFA

SR. SOCIAL MEDIA DIRECTOR • SOCIAL MEDIA PSYCHOLOGIST • SOCIAL CAMPAIGN MANAGER • CONTENT PRODUCER

social media strategy & thought leadership highlights



- **Sr. Social Media Strategist:** Serve in this (outsourced) capacity as a subcontractor to digital agencies or directly to organizations and local brands in need of social media direction and leadership
- **Expert source for reporters:** Quoted as subject matter expert by reporters; most recently for [MIC Magazine \(2021\)](#) and other industry publications; ([here's an example from 2014](#))
- **Influencer marketing:** Leveraging aspects of narrative psychology, [consulted on how influencer marketing agency can increase their client video marketing/content engagement rates](#) (2020)
- **Launched Vistorylizer:** Created a free, Python-based, visual media measurement tool exclusively for Twitter using its near real-time API: [Vistorylizer.com](#) (2021)
- **Subject-matter expert/speaker:** Frequent presenter at local conferences, events, or to students about digital/social strategy at local universities — this includes a digital/social strategy lecture/discussion with graduate marketing students at Georgetown University (2018)
- **Twitter engagement:** Increased Twitter engagement rates for luxury hospitality brand from 0.3% to 2.5% in 6-month period as Sr. Social Media Strategist for digital agency client (2014-2016)
- **Published work:** My comprehensive, 2,500-word article ([The Press Release Is Not Dead: Catapult Your Releases to the Next Level on Social](#)) was published by PR News in their widely distributed [Media Training 2016 Guidebook](#), which sold online for \$399
- **Product development:** Served as [counsel for product development team at local social media marketing company](#); provided guidance for improving social media aspects of their online marketing suite (2016)
- **Made local swimming cat go viral:** My live Tweet made [this adorable, aquatic kitty go viral worldwide](#) (2013)

SOCIAL MEDIA / STRATEGY & CAPABILITIES



MANAGEMENT

Work closely with internal divisions/ external teams to support business objectives across social.

Manage social & digital teams of all shapes and sizes as well as social monitoring and platform partners.



Source, create and distribute engaging content through strategic social media channels.

Work with content teams to ensure social media techniques drive organic keyword performance.



ALIGNED VISION

Create and implement strategies in line with stakeholders to ensure effectiveness.

Develop new ideas and innovative social programs to engage followers and reach new audiences.



CAMPAIGNS

Create integrated campaigns with wide variety of social media channels to deliver results.

Analyze and evaluate social media campaigns and strategies for performance and effectiveness.



AGENCY EXPERIENCE

Served as Sr. Social Media Strategist leading strategy for national and regional brands.

Defined and led visual storytelling, community management, and content distribution for accounts.



MEASUREMENT

Develop benchmark metrics and integrate social reporting to measure social media programs.

Interpret results to identify trends, optimization & market opportunities where social can better support.



Social Media Strategist Mayra Ruiz-McPherson presents "5 Social Media Trends for 2015" to Loudoun-based business professionals.

SOCIAL MEDIA / AGENCY EXPERIENCE

SR. SOCIAL MEDIA STRATEGIST

The Pappas Group (DMI) | Arlington, Virginia (10/2014 - 1/2016)

JW Marriott Wash DC

Used social to drive positive perceptions of JW Marriott as a luxury brand, adhering to corporate social media standards and policies.

Encouraged guest interactions and heightened engagement by creating shareable experiences.

Grew a hyperlocal community of guests to extend property messages.

3M Water / Aqua Pure

Created social strategy, plan and calendar to address priorities and goals.

Created content and assets based on social content plan.

Managed, monitored and engaged consumers across select 3M social channels.

Supported social efforts through targeted content promotion.

Spaghettilios

Reviewed existing competitive research to develop content and campaign strategy.

Developed measurement plan w/key metrics and KPIs.

Created social content calendar and distribution plan.

Provided short term community management across social networks.

Pappas & DMI Mergers

Led the transition of Pappas and multiple DMI brand divisions to rebrand and relaunch as "DMI."

Worked across multiple business units and collaborated closely with stakeholders to create consolidated social media strategy to support new brand direction and objectives.

SOCIAL MEDIA / ADDITIONAL EXPERIENCE

SOCIAL MEDIA CONTENT STRATEGIST

Meg Ross, Realtor | 10/2017 - to present

Directs and executes social media strategy for hyperlocal realtor brand across Facebook, Instagram, and LinkedIn.

Produce and design all social media content, tailoring visuals, hashtags, and tone to specific channel audiences.

Develop long- and short-term content strategies for communicating through targeted social channels; leveraging metrics and utilizing social media analytics to monitor the effectiveness.

Manage social listening and monitoring and make informed recommendations.

NEW MEDIA MANAGER

The Source for Learning (SFL) | 1/2015 - 8/2017

Created, implemented, and maintained social media marketing and digital strategy focusing on social networking and integrative online campaigns.

Aligned social media programs and paid campaigns with overall marketing, sales and promotional goals.

Collaborated with Program Directors to generate engaging content in line with social strategy and across divisions' social platforms.

Identified and applied innovative methods to enhance the SFL brand, grow awareness, and reach new audiences across the K12 edtech space.