

# Timothy Pfeiffer

Client Solutions Manager / Social Media Expert

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## ABOUT ME

Multi-faceted Digital Marketer specializing in Account Management and Social Media – with an emphasis on user acquisition, brand awareness, direct response, subscriptions, and conversions. Experienced in business to consumer marketing: Entertainment, Fashion/Apparel, and Beauty/Cosmetics.

## EXPERIENCE

2020 - CURRENT

### Client Solutions Manager | Facebook (Contract)

Partner with Sales team to develop industry-specific relationships, drive revenue by optimizing opportunities, and use data and analytics to build a consultative solution for our Disruptor clients: Integra Beauty, Albert, FIGS, MVMT, and Goop.

- Work in tandem with Client Partner and XFNs to identify, create, and implement measurable marketing solutions  
+ Helped scale our largest Disruptor client Integra Beauty QoQ, \$18M to \$40M (122% increase)  
+ Accomplished through Power 5 Facebook Principals and new creative DR strategy
- Outline and oversee measurement strategies (Power Lift, Account Simplification, Creative initiatives, etc.), track and outline results via reporting to C-suite and agencies.
- Serving as external product consultant; educate clients/agencies on product solutions and best practices

2018 – 2019

### Social Media Manager | Alleyoop Beauty (Contract)

Team lead for all social channels (Facebook/IG, Snapchat, Pinterest, Twitter) and go-to for all e-Commerce reporting metrics.

- Launched Brand and DR Campaigns on platforms: Facebook/IG, Snapchat, Pinterest, Google, Shopify, Merchant Center
- Increased Conversion Rate from 1.4% to 4.6% and revenue by 2x MoM
- Launched DR and Brand Awareness campaigns for Q4 Holiday Season  
+ 240% increase in eCommerce revenue – most products sold out during Q4

### Social Media Manager | Dentsu Aegis Network (Fetch Media)

Provided marketing strategies for all social media and online campaigns via Facebook Ads Manager; coordinated with other departments (programmatic, search, networks) to deliver insight for two large entertainment clients – **Hulu and AEG Presents**.

- Developed campaign strategies by identifying trends via Facebook Insights to capitalize on Acquisition, Leads, Conversions/Subscriptions, and User Retention
- Managed multiple shows, movies, promotions, live events, and team – while prioritizing tasks to align with client goals  
- *Successfully reduced Cost Per Subscription 98% for Hulu upon hire*
- Managed over \$200k - \$1.1 million in Social Media spend **each** month (Facebook/IG, Snapchat, Twitter, Reddit, and LinkedIn)

2017 – 2018

### Digital Account Strategist | 565 Media

Managed client projects to include strategy, development, implementation, reporting, and optimization while maintaining budgets and timelines. Assisted many Los Angeles/New York based clients with their branding and campaign strategies.

- Established and grew relationships with clients and vendors for multiple projects with budgets in excess of \$100k plus

2015 - 2017

### Email Marketing Specialist | The Inbox Experts

Designed original content for email marketing campaigns to attract new users and maximize click-through rates. Created, tagged, tested, tracked, monitored, and reported all email marketing campaigns to generate leads/acquisition growth.

- Presented results to our CEO on a weekly and monthly basis

## EDUCATION & CERTIFICATIONS

### Bachelor of Arts - International Relations

University of Missouri

### Spanish Language (Advanced)

Universitat de Barcelona

### Snap Ads Certification

### Google Ads Certification

Facebook Ads Manager

Snap Ads Manager

Google Analytics

Google Ads

Microsoft Office Suite

Pinterest/Reddit/LinkedIn