FELICIA SOL

ONLINE MEDIA SPECIALIST
hellofeliciasol@gmail.com | 8017094170 | Salt Lake City

EXECUTIVE PROFILE

Senior Marketing & Content Strategist with over a decade of experience leading digital ecosystems, brand storytelling, and content operations for multi-brand portfolios and growth-stage companies. Proven ability to architect structured workflows, manage creative contributors, oversee documentation systems, and align content strategy with measurable business objectives.

Recognized for combining creative direction with operational rigor. Experienced in high-responsibility environments requiring precision, cross-functional collaboration, and strategic oversight. Brings maturity, systems thinking, and calm leadership to complex marketing infrastructures.

PROFESSIONAL EXPERIENCE

Manager

Kota Haus Communications | Salt Lake City, UT
2020–Present

Lead marketing strategy and content operations for a portfolio of home and direct-to-consumer brands including Little Unicorn, Creative Tax Strategy, Organize with Traci, Deploy Surveillance, MHL Investments, Feral State, and additional growth-focused organizations.

Strategic Leadership & Systems Management

- Architect comprehensive content strategies aligned with brand positioning, seasonal campaigns, and revenue goals.
- Develop structured editorial calendars and cross-channel publishing workflows to ensure consistency and operational efficiency.
- Oversee documentation processes including campaign briefs, brand guidelines, intake forms, and internal marketing SOPs.
- Maintain organized digital asset libraries to enable cross-team visibility and efficient content repurposing.

Content & Media Oversight

- Direct social media strategy across Instagram, Facebook, LinkedIn, YouTube, and emerging platforms.
- Manage newsletter production including copywriting, layout direction, segmentation strategy, and performance analysis.
- Coordinate third-party creatives from onboarding through contract alignment and asset delivery.
- Supervise multimedia production including video editing, branded campaigns, and long-form storytelling.

Performance & Optimization

- Analyze KPIs using Google Analytics and platform insights to refine strategy and improve engagement and conversion.
- Deliver reporting and strategic recommendations to brand leadership teams.

Social Media Director
Wildbird Baby Carrier Co.
2016–2020
Directed all digital storytelling and social ecosystem growth during a period of rapid brand expansion.

- Led multi-platform publishing strategy and brand voice development.
- Managed ambassador and influencer content pipelines, ensuring timely delivery and alignment with seasonal initiatives.
- Oversaw launch campaigns and structured in-season content flows.
- Built internal systems for creative asset organization and campaign tracking.
- Contributed to blog and educational content aligned with SEO and community engagement goals.
- Monitored analytics and translated insights into content optimization strategies.

Partner & Social Media Relations
Jane.com
2014–2016
Supported marketplace expansion through strategic storytelling and vendor collaboration.

- Developed and executed platform-wide social campaigns supporting vendor features and promotional initiatives.
- Coordinated communication between vendors, marketing, and creative teams to ensure campaign clarity.
- Assisted in organizing promotional documentation and content tracking systems.
- Contributed to email marketing and community engagement strategies.
- Evaluated performance metrics to refine promotional messaging.

Social Media Director – Running Brands (Altra Focus)
Icon Health & Fitness
2012–2014
Managed digital presence for running brands with emphasis on Altra Running.

- Directed daily global publishing and audience engagement.
- Coordinated athlete and ambassador-generated content.
- Built structured launch plans around product cycles and race seasons.
- Collaborated with product, marketing, and creative teams to align brand messaging.
- Utilized performance data to guide audience growth strategy.

TECHNICAL PROFICIENCIES
Adobe Creative Cloud (Premiere Pro, InDesign, Photoshop)
Campaign Monitor & Email Marketing Platforms
Google Analytics 4
Meta Business Suite
SharePoint
Google Workspace
Microsoft Teams
Social Scheduling & Workflow Tools

EDUCATION
Bachelor’s Degree Marketing & Communications Utah State University