

SUZANNE EBERSOLD

MARKETING | SOCIAL | CONTENT



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Marketing professional with 10 years of experience in brand management, digital strategy, content creation and events. Currently a core member of a small team that manages content development and social strategy for Indian Motorcycles, with a combined audience of 4M across social channels. Spearheading on-site social coverage at brand events. Focus on creating evergreen content that continues to drive engagement with followers between major brand launches.

EXPERIENCE

COMMUNITY MANAGER- INDIAN MOTORCYCLES

The Brand Amp Agency, Los Angeles CA
2023- current

- Development, execution, and management of social media strategy for **Indian Motorcycles** - total audience exceeding **4 million**.
- On site social coverage of brand pillar events like MotoAmerica racing, Owners Rides, Daytona Bike week and more.
- UGC sourcing and partnering with external resources to create high quality brand content for social platforms and YouTube.
- Graphic design, photo and video editing using tools like Adobe suite, Canva, CapCut
- Scheduling posts in batch and monitoring impressions and engagements via tools like Sprout Social and native tools like IG analytics and Meta Business Suite

SOCIAL MEDIA MANAGER

Freelance, Mexico City MX
2021- 2023

- Social media manager and digital content specialist managing a portfolio of influencers and small businesses
- Content creation, editing, strategy and publishing for business growth and brand awareness

FIELD MARKETING MANAGER

Pabst Brewing Company, Nashville TN
2015-2021

- Managed assigned account list driving brand strategies for market growth
- Executed 36 annual brand events (50-500 attendees), from ideation to event day
- Budget management and market planning, optimizing resources and tracking performance to achieve business objectives.
- Distributor partnerships, sponsorship negotiations

FIELD MARKETING SPECIALIST

Red Bull North America, Raleigh NC
2013-2015

- Track and analyze consumer data to develop market plans
- Manage local social media handle and contribute content for global handles
- Ideate and execute grassroots brand-building events as well as contribute to large-scale national branded events, up to 50 events executed annually
- Manage local sponsorship requests and partnership relationships

BACHELOR OF SCIENCE

Middle Tennessee State University
2009-2013

- Major in Marketing
- Minor in Music Business

EXPERTISE

- Social Media Strategy
- Content Creation
- User Generated Content
- Copy Writing
- Paid + Organic Analytics
- Partnership/ Sponsor Management
- Agency Partnerships
- Event Planning + Execution
- Vendor/ Distributor Management