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SUZANNE **EBERSOLD**

BRAND & SOCIAL STRATEGIST

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Brand and Social Media Strategist with 12 years of experience developing social, content, influencer, and integrated marketing strategies for consumer brands. Experienced in growing large-scale communities, leading agency and creative partners, and translating audience insights into content that drives engagement and brand growth. Managed social strategy for audiences of 3.5M+ and contributed to +300K audience growth and +31% YoY impressions.

EXPERIENCE

SOCIAL MEDIA MANAGER
Dollar General - Popshelf
2026 - Current

- Leading organic social media strategy for pOpshelf, Dollar General's new-store brand (180 stores), establishing foundational channel strategy, content direction, and audience growth initiatives.
- Manage workflow and production of 60+ monthly social assets across agency partners, internal creative teams, and original content development.
- Use performance analytics and audience insights to optimize content strategy, creative direction, engagement, and channel growth.
- Co-developed and launched the brand's first influencer program, producing 20+ influencer assets monthly and expanding organic reach.

SOCIAL MEDIA MANAGER
Indian Motorcycle via The Brand Amp Agency, Los Angeles CA
2023- 2026

- Helped lead organic social strategy for a 3.5M+ follower global community across Instagram, Facebook, TikTok, X, and YouTube.
- Delivered +300K audience growth and +31% YoY impressions in 2025 through audience-led content strategy and platform optimization.
- Increased Instagram follower growth 71% YoY and generated 10 posts with 1M+ views in 2025.
- Grew YouTube by 100K subscribers through a strategic Shorts content program focused on high-performing audience behaviors.

FIELD MARKETING MANAGER
Pabst Brewing Company, Nashville TN
2015-2022

- Led local brand marketing strategy across Nashville, building consumer awareness and community through partnerships, events, experiential marketing, and digital storytelling.
- Planned and executed 36+ experiential events annually, ranging from intimate community activations to 500+ attendee events.
- Developed partnerships across Nashville's music, nightlife, arts, and cultural communities to strengthen brand presence and consumer engagement.

FIELD MARKETING SPECIALIST
Red Bull North America, Raleigh NC
2013-2015

- Executed 50+ annual grassroots and large-scale brand activations aligned with national campaign strategy.
- Built partnerships with local businesses, organizations, and cultural communities to increase brand awareness and consumer engagement.
- Managed local social content and contributed to national and global brand initiatives.

BACHELOR OF SCIENCE
Middle Tennessee State University
2009-2013

- Major in Marketing
- Minor in Music Business

EXPERTISE

SOCIAL & BRAND STRATEGY

Social Media Strategy
Brand Marketing
Content Strategy
Creative Direction
Audience Growth
Community Management

CONTENT & INFLUENCER

Social-First Content
Influencer & Creator Marketing
Copywriting
Campaign Development
Content Production
Social Listening

MARKETING & ANALYTICS

Social Media Analytics
Performance Optimization
Agency Management
Cross-Functional Leadership
Project Management
Integrated Marketing