

Alani Lee

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SUMMARY

Social media community manager with seven years of experience building audience relationships, **proactive engagement programs**, and trusted brand voice across major **organic social** platforms. Work across LinkedIn, Instagram, TikTok, YouTube, Facebook, Threads, Reddit, and X has connected learner needs with useful content, **campaign recommendations**, and thoughtful advocacy. Social listening through Sprout Social, Brandwatch, Sprinklr, and Hootsuite has surfaced sentiment shifts, recurring questions, **platform behaviors**, and customer stories. Career progression reflects growing ownership of community strategy, story sourcing, reporting, escalation practices, and partner coordination across social, brand, content, learner support, communications, legal, and agency teams. Brings empathy to sensitive conversations and sound judgment to escalation decisions, with a practical focus on turning community insight into stronger relationships and better marketing decisions.

EXPERIENCE

Senior Social Media Community Manager July 2024 - Present
Northstar Skills Network Austin, TX

Leads organic community strategy for an online learning portfolio serving adult learners and professional audiences. Owns platform engagement, learner advocacy, story sourcing, **social listening**, escalation practices, partner coordination, and reporting that connect community insight with marketing decisions.

- Built proactive engagement calendars around learner milestones, creator posts, and relevant conversations beyond inbound response.
- Established **Sprout Social** and Brandwatch listening routines that surfaced sentiment shifts and recurring learner questions.
- Created story sourcing workflows that captured consent, follow up status, and qualified testimonial opportunities.
- Developed escalation playbooks with support, communications, and legal partners for sensitive community complaints.
- Produced monthly reports connecting engagement quality, outreach, **sentiment**, recurring themes, and **content recommendations**.
- Guided organic community voice across **LinkedIn, Instagram**, TikTok, YouTube, Facebook, Threads, Reddit, and X.

Social Media Community Manager March 2022 - June 2024
Horizon Learning Media Dallas, TX

Managed daily **community engagement** for education and career development brands. Combined empathetic response coverage, proactive outreach, social listening, story sourcing, partner coordination, and reporting to support stronger **audience relationships** and campaign planning.

- Launched outreach around course completions and career milestones, creating customer stories for campaign development.
- Used Sprinklr and native analytics to translate conversation themes into briefs for **social content** teams.
- Coordinated account concerns with support teams, preserving context through documented escalation handoffs.
- Partnered with **brand** and **communications** colleagues on message guidance for announcements and high interest topics.
- Maintained dashboards connecting comment themes, outreach activity, response priorities, and quarterly community objectives.
- Managed daily engagement across education and career development communities with a clear, empathetic brand voice.

Community Specialist September 2019 - February 2022
Cedar Bridge Digital San Antonio, TX

Supported social communities for consumer and professional service clients. Executed engagement plans, monitored conversations, sourced customer stories, documented issue context, and summarized audience themes for account, content, and marketing leads.

- Executed engagement plans across **Facebook**, Instagram, LinkedIn, **YouTube**, and X under brand standards.
- Monitored **Hootsuite** conversations and native tools, flagging sentiment changes and emerging audience questions.
- Developed daily engagement queues that prioritized substantive conversations and timely cultural moments.
- Sourced customer success examples through respectful outreach, permission records, and concise marketing handoffs.
- Maintained issue logs for complaints requiring customer care, communications, or **legal** review.
- Summarized recurring themes and platform observations in weekly reports that informed editorial planning and FAQ content.

PROJECTS

Learner Story Pipeline 📅 2025

Created a repeatable path from community conversation to consented learner story, giving content partners clearer context for testimonials and campaign opportunities.

Proactive Engagement Program 📅 2024

Built an outreach calendar around milestones, creator posts, and meaningful conversations, helping organic channels show up with more relevance and consistency.

LEADERSHIP & AWARDS

- Recognized by senior marketing partners for clear monthly reporting that connected community signals with practical content decisions.
- Selected to lead sensitive issue escalation planning across support, communications, legal, and agency partners.
- Earned internal recognition for creating a dependable learner story sourcing workflow with clear consent tracking.

EDUCATION

Bachelor of Arts in Communication
Texas State University GPA: 3.5
Coursework: Digital Media, Public Relations, Social Media Strategy, Audience Research

2019
San Marcos, TX

CERTIFICATIONS

- Hootsuite Social Marketing Certification 📅 2024
- Sprout Social Platform Certification 📅 2025

TECHNICAL SKILLS

- **Social Platforms:** LinkedIn, Instagram, TikTok
- **Video Platforms:** YouTube, Facebook, Threads
- **Community Platforms:** Reddit, X, emerging community surfaces
- **Listening Tools:** Sprout Social, Brandwatch, Sprinklr
- **Management Tools:** Hootsuite, Sprout Social, Sprinklr
- **Reporting Tools:** Native platform analytics, Sprout Social, Hootsuite
- **Community Programs:** Proactive engagement, outreach calendars, response coverage
- **Audience Research:** Sentiment analysis, audience trends, recurring themes
- **Story Development:** Customer stories, learner stories, testimonials
- **Escalation Systems:** Issue logs, escalation playbooks, legal review
- **Content Planning:** Campaign recommendations, content briefs, editorial planning
- **Communications Tools:** Brand messaging, public communications, agency coordination

SKILLS

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|---------------------------|-----------------------|------------------------------|---------------------------|
| • Social Media Management | • Audience Engagement | • Customer Story Sourcing | • Content Recommendations |
| • Community Management | • Learner Advocacy | • Organic Social Strategy | • Partner Coordination |
| • Social Listening | • Brand Storytelling | • Sensitive Issue Escalation | • Audience Trends |
| • Community Outreach | • Sentiment Analysis | • Social Reporting | |

PROFESSIONAL AFFILIATIONS

- Member, Social Media Association, with continued focus on ethical community engagement and audience trust.
- Member, Public Relations Society of America, exploring how community insight can improve public communication.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST