

JOANNE PAQUIN

413-537-0346 • joannepaquin2@gmail.com • www.joannepaquin.com

ABOUT ME

Creative social media strategist with 7+ years of experience building engaged communities through culturally relevant content, short-form video, and authentic brand voice. Proven track record of driving significant audience growth and engagement across TikTok, Instagram, YouTube Shorts, and more. Expert at capturing moments that spark conversation, increase brand awareness, and deliver measurable results.

WORK EXPERIENCE

Social Media Manager — Skillsoft (Codecademy division) (2020–Present)

Note: Codecademy was acquired by Skillsoft in 2021

2020–2024: Codecademy Social Media Management

- Grew total social media audience by 600K followers across all platforms (+66.8% growth, +340.1% net growth)
- Generated 80M+ total impressions across Facebook (51.7M), LinkedIn (19.3M), Instagram (8.1M), and TikTok (1.2M)
- Developed and launched Codecademy's comprehensive video content strategy from the ground up, establishing the company's first-ever video presence across social platforms
- Conceived, produced, and published platform-native short-form videos, becoming the on-screen brand personality and driving TikTok engagement to 90K+ likes in the first year
- Monitored cultural trends and timely moments to pitch and execute high-impact, community-driven content (The Barbie Movie definitely inspired one of our most-shared posts)
- Partnered with creative, marketing, and influencer teams on integrated campaigns and IP collaborations to amplify launches and brand storytelling
- Crafted sharp, engaging copy tailored for each platform and audience
- Analyzed KPIs (engagement & audience growth) to inform optimizations and guide strategy
- Applied platform best practices to continuously innovate content formats and maximize performance

2024–Present: Multi-Brand Portfolio Management

- Expanded scope to manage Codecademy, Skillsoft, and Global Knowledge social media simultaneously, adapting proven B2C strategies to new B2B audiences
- Delivered immediate results for Skillsoft within 6 months: 790K impressions (+14%), 58K engagements (+31%), 50K post link clicks (+43%), and 7.3% engagement rate (+15%) compared to previous 6-month period
- Created and adapted social media content for multiple B2B brands, maintaining consistent brand voice while tailoring for regional audiences
- Supported industry events and research launches with integrated content campaigns, extending reach and engagement across platforms
- Collaborated cross-functionally to align social strategy with marketing objectives and event timelines

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WORK EXPERIENCE CONT.

Digital Marketing Assistant — Puzzled Escape Games (2018–2020)

- Planned and created daily social media content for Instagram and Facebook for local escape room business to drive community engagement and brand loyalty
- Monitored audience interactions and tracked growth metrics to optimize content strategy
- Designed print and digital marketing materials using Canva

Social Media Producer — Business Insider (Contract, 2018)

- Managed 10+ YouTube channels, overseeing publishing, moderation, and brand consistency
 - Produced high-performing thumbnails using Adobe Creative Suite to drive click-through rates
 - Moderated audience conversations, escalating high-risk issues appropriately
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SKILLS

- **Content Creation:** Short-form video production (TikTok, Reels, Shorts), copywriting, graphic design, trend-driven content
 - **Platform Expertise:** TikTok, Instagram, YouTube (Shorts), LinkedIn, X, Facebook
 - **Community Engagement:** Conversation monitoring, cultural engagement, sentiment analysis, inclusive community building
 - **Tools:** Figma, Canva, CapCut, Kapwing, Adobe Creative Suite, Sprout Social
 - **Analytics & Reporting:** Performance reporting, data-driven content optimization, audience growth analysis
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EDUCATION

- Emerson College — Bachelor's Degree in Journalism (2016)