

JOEY BLAIR

MARKETING & SOCIAL MEDIA STRATEGIST


PROFFESIONAL EXPERIENCE

- 2022 - Present **SOCIAL MEDIA STRATEGIST & COMMUNITY MANAGER**
Tiktok & Instagram
- Cultivated a niche following in lifestyle & product review content, rapidly growing accounts to 13.5K followers across Instagram & TikTok
 - Drove measurable ROI for TikTok Shop products
 - Strategic use of creator search insights and analytics & TikTok Shop consumer insights and analytics
- 2/2025 - Present **BRAND MARKETER & CONSUMER ENGAGEMENT SPECIALIST - MONSTER ENERGY**
- Represented and marketed the Monster Energy brand at high profile events by using brand storytelling to enhance customer connection and brand awareness
 - Provided real time market feedback and consumer insights to refine brand strategies
- 8/2024 - 11/2024 **CONTENT DEVELOPER & DIGITAL BRAND STRATEGIST - SAZERAC**
The Campus Agency & On Campus Nation
- Produced high quality, engaging, social media content, driving brand and media channel awareness & engagement
 - Utilized creative themes & storytelling to connect with the target audience authentically
- 3/2024 - 11/2024 **MARKETING AMBASSADOR & SOCIAL MEDIA STRATEGIST - GROUPE**
The Campus Agency & On Campus Nation
- Drove hundreds of user acquisition, conversions, & app engagements
 - Organized on-campus events and tabling to promote GroupMe
 - Created & strategized compelling social media content
 - Tracked success through user acquisition, event participation & social media engagement/analytics
- 2/2023 - 5/2023 **PINK CAMPUS TEAM TRENDSETTER, CONTENT CREATOR, & EVENT COORDINATOR**
Victoria's Secret & Co.
- Produced & managed engaging social media content & graphics showcasing Pink's products and on campus events
 - organized, hosted, & photographed campus events

EDUCATION

- Exp. 5/2025 **BACHELOR OF SCIENCE IN BUSINESS MARKETING**
Miami University, Farmer School of Business - Oxford, Ohio
- Dean's List [Fall, 2023 & Fall 2024]

CONTACT

-  513 - 805 - 2123
-  Joey.m.blair@gmail.com
-  [Joey Blair LinkedIn](#)
-  [Joey Blair Portfolio](#)
-  Hamilton, OH USA

HONORS & AWARDS

- **On Campus Nation All Star** (2025) - Top ambassador out of 330+ ambassadors
- **Miami University Strategy Works Winner** (2024) - Product design and marketing strategy for Skyline Chili
- **Highest Instagram Engagement** (2024)- On Campus Nation for GroupMe Content
- **Highest Instagram Impressions** (2024)- On Campus Nation for GroupMe Content
- **Best Event Set up and Execution** (2024)- On Campus Nation for GroupMe Event
- **Miami Redhawk Excellence Scholarship** (2021) - \$52k for academic achievement

SKILLS

- TikTok Shop and TikTok shop analytics
- TikTok & Instagram Consumer behavior insights & analytics
- influencer connection & outreach
- Strategic event planning & implementation