

# Michelle Quintero

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San Francisco Bay Area

## PROFESSIONAL SUMMARY

Strategic and data-driven social media professional with 9+ years of experience leading content strategy, influencer partnerships, and campaign execution across fintech and real estate industries. Proven track record of growing brand presence, optimizing performance through analytics, and developing award-winning content that educates and engages diverse audiences.

## PROFESSIONAL EXPERIENCE

### Social Media Manager

Feb 2022 - Present

#### Zelle/Early Warning

- Grew Zelle's audience by 49% on Instagram, 42% on Facebook, and 37% on X over four years while maintaining a 5.2% engagement rate
- Manage end-to-end social media operations, including content creation, editorial calendar planning, and platform scheduling
- Manage community engagement across platforms, including crisis communications to protect brand reputation
- Lead influencer campaigns to support brand initiatives, including an award-winning consumer education campaign featuring Nev Schulman from MTV's Catfish
- Collaborate with internal stakeholders and agency partners to develop, schedule, and optimize social content
- Analyze performance data to generate strategic insights, optimizing campaigns and guiding marketing decisions
- Utilize social listening tools to identify trends, cultural moments, and audience insights, integrating them into strategic content activations
- Develop and execute executive thought leadership strategy for company leaders

### Marketing Advisor

Nov 2019 - Feb 2022

#### Compass Real Estate

- Led social content planning and scheduling for @compasseastbay, achieving a 9.2% average monthly follower growth rate
- Advised real estate agents on digital and social marketing strategies, integrating best practices for engagement and lead generation
- Analyzed campaign performance and optimized future initiatives based on key insights

### Freelance Social Media Manager

Dec 2018 - Nov 2019

- Developed customized social media strategies for clients, leading to a 224% increase in Instagram engagement and a 159% increase on Facebook
- Created and scheduled content calendars while tracking performance metrics for continuous optimization
- Provided in-depth social media reporting and insights

### Social Media Coordinator

Jan 2016 - Mar 2018

#### Coldwell Banker Real Estate

- Managed 13 company social media accounts, scheduling daily posts and monitoring performance
- Led editorial planning and collaborated with marketing teams to create engaging, brand-aligned content
- Wrote, planned, and oversaw content on the company's blog sites
- Developed content performance reports, identifying areas for improvement and optimization

## EDUCATION & CERTIFICATIONS

### Bachelor of Arts in Broadcast Communications

San Francisco State University

### Graphic Design Certification

San Francisco State University

### AI Academy Certification

Latinas in Tech

## TECHNICAL PROFICIENCY

### Social Media & Project Management Platforms

Sprout Social, Hootsuite, Buffer, Meltwater, Asana, ClickUp

### Adobe Creative Suite

Photoshop, InDesign, Illustrator

### AI & Automation Tools

ChatGPT, Google Gemini, Claude