



Vanessa Grosjean

Senior Social Media Manager

Contact

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Address

Los Angeles, CA

Education

2003 - 2007

B.A. Electronic Media Management

California State University Northridge

I'm a Social Media Manager with 8+ years driving strategy and content for #1 brands in entertainment news, gender equity and edtech. I've boosted engagement by 200%, drove 3M+ daily site visits through social, and generated six-figure revenue from first-touch content. I do it all - lead teams, create content, write copy, produce podcasts, and report on performance, always balancing creativity with strategy.

Experience

2024 - 2025

Global HQ Social Media Manager

Crimson Education

- Increased website traffic by 300% by implementing a new Linkin.bio strategy and utilizing ManyChat to automate engagement and drive conversions.
- Sourced and collaborated with content creators and student creators to develop diverse and engaging social media content
- Grew Crimson Education's social media audience by 16% in under 12 months and generated \$XXXX first-touch deals by implementing data-driven content strategies
- Reversed a negative net follower trend and grew audience by 20K by shifting to engaging video content and aligning organic strategy with paid campaigns target
- Ideated, created, and edited compelling visual assets distributed to 10+ Crimson global social media accounts worldwide.
- Wrote engaging captions/scripts optimized for SEO, scheduled content, and managed communities, ensuring brand consistency and a cohesive global presence
- Managed team of creators, including a video producer, video editor & graphic artist.

2023 - 2024

Social Media Manager

The Female Quotient

- Created strategy and owned day-to-day social media programming and community engagement for The Female Quotient accounts (2.75M+ followers)
- Propelled The FQ Instagram account 87.5% from 800k to 1.5M followers, sparking meaningful conversations and brand loyalty
- Produced engaging video content and original series for internal content studio
- Real-time monitoring of web and social platforms to identify and curate breaking news content related to gender equality and workplace equity
- Built relationships with thought leaders in the gender equality space

2017 - 2023

Senior Social Media Manager

(Other positions held : Social Media Manager, Sr. Social Media Coordinator)

TMZ | Los Angeles, CA

- Increased social media platforms from 20 mil to 34 mil followers
- Grew TikTok from 0 to 3 mil. followers & 9 mil. avg. monthly video views
- Turned Instagram from brand awareness tool to traffic referral source
- Collaborated with Director to develop and implement social media initiatives for all TMZ properties to drive 3 mil in daily traffic to site
- Created original copy and content consistent with brand and SEO
- Developed daily, weekly, campaign-driven & long-term social content strategy
- Established regular reporting & analyses to measure audience growth and effectiveness of current social activity & campaigns to develop future strategies
- Created, produced and scripted 'TMZ Verified', a Gen Z interview/news podcast. June '22- #1 Entertainment News on Apple Podcasts
- Booked influencer talent for 'TMZ Verified'
- Provided newsdesk with news pitch reports throughout the day, identifying breaking and trending stories
- Spearheaded cross-departmental collaborations with sales, affiliate marketing, podcast production, legal, clips/clearance, news producers, and on-air talent to develop and distribute engaging on-air, web and social content



Expertise

- Aspera
- A/P Express
- Asana
- Final Draft
- Adobe Creative
- Storyblok
- Manychat
- Dalet
- Bitly
- Crowdtangle
- Adobe Analytics
- Socialflow
- Shareablee
- Hootsuite
- Sprout
- Dash Hudson
- CMS platforms
- Frame.io
- Newswhip
- Canva
- Capcut
- Breakdown Express
- Google Analytics
- SEO certified
- Yardi

Experience

2016 - 2017

Production Assistant

TMZ | Los Angeles, CA

- Served as primary backup for Production Floor Manager, Broadcast Technician, TMZ Live Skype and Audio
- Trained incoming PAs on job responsibilities. Assisted Research Dept. with show QCs
- Ran inner and outer office errands. Maintained and ordered office supply inventories. Organized petty cash. Covered executives/reception phones
- Attended court hearings, taking notes and documenting key proceedings
- Stay updated on case schedules and developments, prepared for hearings

2014 - 2016

Assistant Property Manager

Equity Residential/First Pointe | Agoura Hills, CA

- Assisted Property Manager in all aspects of employee management and resident relations
- Supervised on-site leasing and maintenance staff
- Maintained accounting including collecting and posting rent, financial/leasing reports, month end, pre close, bank deposits and ensuring a balanced rent roll
- Monitored and directed rental activity, all on-site marketing activities, and maintain an in-depth, ongoing knowledge of the local market
- Managed collection process for write-offs, including preparation of documents for collection agencies
- Assisted in scheduling work performed by vendors and maintenance staff, conducted property inspections, logged and filed maintenance work orders

2010 - 2014

Sales and Leasing Consultant

Equity Residential/Archstone | Los Angeles, CA

- Provided leadership and mentoring to Customer Support Associates
- Managed the leasing process by guiding new residents through each step, preparing, completing and verifying all lease applications
- Organized resident events, promote community engagement, and build rapport with residents.
- Paid vendor bills, assisted in rent collection and followed up with delinquent accounts
- Generated excitement and marketed available homes via social media and apartment listing websites
- Conducted personalized tours of the apartment community that resulted in new leases

2008 - 2010

Clinical Services Technician

Medtronic Minimed | Los Angeles, CA

- Provided advanced problem solving and product technical support for both external and internal customers while handling large call volume
- Provided PC software and hardware support
- Processed customer purchase orders and input sales orders
- Troubleshoot clinical and technical issues regarding Medtronic products/therapy

Content Written & Produced

TMZ on YouTube

[TMZ Verified Podcast](#)

[TMZ Now on YouTube](#)

TMZ on Instagram

[Instagram #1](#)

[Instagram #2](#)

[Instagram #3](#)

[Instagram #4](#)

[Instagram #5](#)

[Instagram #6](#)

[Reels #1](#)

[Reels #2](#)

[Reels #3](#)

[Reels #4](#)

TMZ on TikTok

[TikTok #1](#)

[TikTok #2](#)

[TikTok #3](#)

[TikTok #4](#)

[TikTok #5](#)

[TikTok #6](#)

[TikTok #7](#)

[TikTok #8](#)

Female Quotient on Instagram

[Instagram #1](#)

[Instagram #2](#)

[Instagram #3](#)

[Instagram #4](#)

[Instagram #5](#)

[Instagram #6](#)

[Instagram #7](#)

[Instagram #8](#)

[Reels #1](#)

[Reels #2](#)

[Reels #3](#)

[Reels #4](#)

[Reels #5](#)

[Reels #6](#)

[Reels #7](#)

[Reels #8](#)

[Reels #9](#)

Crimson Education on Instagram

[Reels #1](#)

[Reels #2](#)

[Reels #3](#)

[Reels #4](#)

[Reels #5](#)

[Reels #6](#)

[Reels #7](#)

[Instagram #1](#)

[Instagram #2](#)

[Instagram #3](#)

[Instagram #4](#)

[Instagram #5](#)

[Instagram #6](#)