

Kaili JiMei

CONTENT CREATOR AND SOCIAL MEDIA MAVEN

EXPERIENCE

SOCIAL MEDIA MANAGER

StyleCaster | New York, NY | 2024 - Present

- Provide weekly reports analyzing social traffic, wins, and growth opportunities
- Customize packaging for StyleCaster content to audiences on all social platforms, resulting in a 2.6M follower growth to date
- Create and assign weekly TikToks to verticals to amplify original content and diversify feed
- Identify the most engaging StyleCaster content, from exclusives to digital issues, and design 10-15 graphics per week for Instagram and Pinterest
- Supervise interns through weekly one-on-ones
- Meet with video team to ideate and edit social concepts for talent; most viral reached 581k users and combines video and still elements
- Collaborate with Affiliate, Audience Development team, and StyleCaster editors to educate best practices for social optimization and paid partnerships
- Attend industry events to create original content with high virality; Golden Globes original content amassed 256k engagements and 5.84M views across Facebook, Instagram, and TikTok
- Execute pre-, live, and post- coverage plans around key tentpoles, ensuring algorithms funnel our content to users

SOCIAL MEDIA EDITOR

StyleCaster | New York, NY | 2022 - 2023

- Increased TikTok followers by 110% within first 6 months; grew TikTok following to 70k within term
- Achieved a 305% increase in video views, contributing to PMC's record-breaking digital growth in 2023
- Generated over \$30k in revenue through Facebook Reels Bonus program
- Strategized StyleCaster's highest-engaged post to date on Instagram at 412k engagements with a 99.5% non-follower reach
- Chosen as 1 of 3 brands in PMC's portfolio to participate in Ads on Facebook Reels beta test after outstanding reels success
- Joined TikTok's Pulse Premier program, increasing weekly posting cadence from 8 to 10

EDITOR-IN-CHIEF

Drake Mag | Des Moines, IA | 2021 - 2022

- Led weekly all-staff meetings with editorial, art, photo, marketing, and web departments to boost transparency and accountability
- Conceptualized mood boards and directed created lifestyle, fashion, beauty, and food photoshoots
- Trained editorial staff on macro and micro editing processes and provided sources for interviews
- Worked closely with Art Director, Photo Editor, and advisors to produce Pacemaker award-winning content
- Organized brainstorm meetings to discuss content and franchises for print and digital across sex, wellness, food, drink, fashion, beauty, and wellness
- Strengthened alumni and community readership through mailed issues

CONTACT

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EDUCATION

DRAKE UNIVERSITY

Des Moines, IA | 2022
BA in Magazine Media
BA in Graphic Design
Minor, French Language

COLLÈGE INTERNATIONAL CANNES

Studied Language and Culture
Cannes, FR | 2020

ACHIEVEMENTS

PMC SOCIAL MEDIA AWARDS

Most Social Traffic Growth
JULY 2022 + DEC 2022
Most Engaged Post
JAN 2023 + MAR 2023

SKILLS + SOFTWARE

Content Creation
Branding
Social Media Strategy
Video Editing
Creative Writing
SEO
Adobe Ai, Ps, Id, Xd, Pr, Express
Canva
WordPress
OneCMS
Google Analytics
Taboola
Sprinklr
Later
Looker