

Crystal Peralta

Social Media and Content Marketing Strategist

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PROFESSIONAL SUMMARY

Social Media and Content Marketing Strategist with 4+ years of experience building high-performing social channels and content programs for healthcare, wellness, and lifestyle brands. Known for taking brands from zero presence to millions of views by combining sharp strategy with full hands-on production including on-site filming, creative direction, and editing. Experienced in repositioning personalities and brands as trusted authority figures through platform-native storytelling and data-informed content systems. Skilled at managing the full client lifecycle from discovery calls and custom package pricing to weekly reporting and campaign presentations. Comfortable owning accounts end to end across TikTok, Instagram, LinkedIn, and Facebook in both agency and in-house environments.

PROFESSIONAL EXPERIENCE

Social Media Strategist and Content Producer (Contract) *May 2024 – Present*

Northern Illinois Recovery Center | Crystal Lake, IL

- Built the organization's entire social media presence from scratch, developing brand voice guidelines, content strategy, editorial calendar, and full production workflow in a highly sensitive healthcare and recovery environment.
- Scaled average video views from under 100 to 1,000+ consistently, with top-performing content exceeding 5,000 views, representing a 900%+ lift in video performance over the engagement baseline.
- Grew non-follower reach to 60%+, generating consistent monthly inbound inquiries from prospective patients and meaningfully increasing brand visibility in a high-trust healthcare category.
- Established a 2x per week Instagram and up to 5x per week LinkedIn publishing cadence, maintaining brand voice, patient sensitivity, and educational value across all content.
- Handled on-site content production end to end including creative ideation, shoot planning, on-location filming, editing in CapCut and Premiere Pro, captioning, and publishing.
- Built a dedicated content studio on-site and coached 10+ staff members to participate confidently on camera, significantly expanding the volume and variety of content the organization could produce.
- Tracked and reported performance weekly using Meta Business Suite and Google Analytics, using data insights to continuously refine content formats, hooks, and posting strategy.

Employee Experience and Content Marketing Lead *Dec 2024 – Nov 2025*

Proofpoint, Inc. | Remote / Chicago, IL

- Led internal brand storytelling, content strategy, and digital engagement campaigns across multiple channels for a 500+ employee global organization, increasing program participation by 30% and employee satisfaction scores by 70%.
- Developed insight-driven campaigns and messaging frameworks aligned with company culture and executive priorities, applying the same performance-first approach used across external social channels.
- Partnered with People, Culture, and Executive Leadership to plan and execute large-scale engagement initiatives, strengthening cross-functional communication and internal brand experience.
- Managed content calendars, campaign reporting, and communication workflows across digital and in-person channels, demonstrating the ability to operate at a corporate scale with multiple stakeholders.

Lead Social Media Strategist and Account Manager *Feb 2022 – Nov 2024*

Social Compass (formerly ManageBySkye) | Remote, Chicago-based

- Managed up to 10 client accounts simultaneously as the strategic lead and primary point of contact, owning everything from content direction and production to analytics reporting and long-term growth planning.

- Led the full client lifecycle including handling inbound inquiries, conducting discovery and sales calls, building customized service packages with tailored pricing, and onboarding new accounts.
- Hosted weekly, biweekly, and monthly client calls, presenting performance analytics and campaign strategy through professionally designed decks, maintaining strong client relationships and high retention.
- Traveled on-site to client locations regularly for content shoots, leading creative direction, filming, and production to ensure brand-aligned, high-quality video content across all accounts.
- Grew @queersextherapy on TikTok to 93K followers with over 1M likes, generating 1.3M video views in a single 28-day window and 808K views in one week, including one video that drove 12,000 new followers and 941K views on its own.
- Repositioned @drnima as a trusted rhinoplasty expert and on-screen personality, taking his videos from consistently under 5K views to regularly hitting 100K, 500K, and multiple videos surpassing 1M to 3M views while growing the account from 24K to 36K followers over 12 months.
- Redesigned @dr.mamina's entire Instagram content format, evolving her from passive Q&A clips into an authoritative dermatologist personality, which drove comment engagement up from roughly 50 per post to 100+ and significantly expanded her reach beyond peer audiences.
- Grew @goldengeneticshealth on Instagram from 876 to 1,900+ followers by building a consistent brand voice, educational content pillars, and a cohesive visual identity in the medical niche.
- Produced and managed 120 to 200+ pieces of content per month across Instagram, TikTok, Facebook, and LinkedIn, maintaining platform best practices, brand voice consistency, and client approval workflows at scale.
- Used performance data from Sprout Social, Later, Meta Business Suite, and TikTok Analytics to identify content optimizations around hooks, formats, CTAs, and posting cadence that consistently improved results across accounts.

CORE SKILLS AND TOOLS

Strategy	Social Media Strategy, Content Marketing, Brand Positioning, Audience Growth, Editorial Planning, Campaign Execution, Performance Optimization, Account Management, Client Retention
Production	On-Site Filming and Creative Direction, Short-Form Video Production, CapCut, Adobe Premiere Pro, Final Cut Pro, Canva, Adobe Creative Suite
Platforms	TikTok, Instagram, LinkedIn, Facebook, YouTube Shorts, Meta Business Suite, TikTok Ads Manager
Analytics	Google Analytics (GA4), Sprout Social, Later, Hootsuite, Brandwatch, TikTok Analytics, Instagram Insights
Tools	Notion, Asana, Monday.com, Trello, HubSpot, Mailchimp, ChatGPT, Claude AI
Soft Skills	Stakeholder Management, Executive Communication, Discovery and Sales Calls, Deck Presentation, Cross-functional Collaboration, On-Camera Coaching, Creative Direction

EDUCATION

B.A. in Social Media and Digital Strategies *Jan 2020 – May 2022*

Columbia College Chicago | Chicago, IL

Associate in Arts *Jan 2017 – Dec 2019*

McHenry County College | Crystal Lake, IL