

# LOLITTA TRACY

STORYTELLER & COMMUNITY BUILDER

## CONTACT



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## EDUCATION

### COMMUNICATION STUDIES

San José State University

### CLIMATE CHANGE: LEARNING FOR ACTION

Terra.do

## SKILLS

- Corporate Communications
- Social Media Marketing
- Content Development
- Brand Strategy
- Digital Marketing

## EXPERIENCE

### REGIONAL MARKETING LEAD, TALENT ACQUISITION

Bayer / San Francisco, CA / 2024 - Present

Leading the digital marketing strategy transformation for North America TA, while building engaging content and a stronger employer brand in partnership with HR, DEI, and corporate communications to meet evolving business needs.

### SENIOR EMPLOYMENT BRAND MANAGER

Bayer / San Francisco, CA / 2022 - 2024

Driving Digital Farming employer brand strategy, omnichannel activation, reporting, agency and budget oversight, and team mentorship. I also lead Net Impact's marketing, a volunteer sustainability + social impact community.

- Led careers website redesign resulting in 21% Y/Y traffic and 48% Y/Y time spent on page increases
- Increased LinkedIn applications by 60% Y/Y via authentic storytelling
- Reached 10% LinkedIn content engagement, 6.5% above industry average
- Elevated Glassdoor channel strategy, raising employer rating from 3.5 to 4.1

### SENIOR SOCIAL MEDIA & COMMUNICATIONS MANAGER

Bluevine / Redwood City, CA / 2020 - 2022

Set the social team's vision, coaching them toward a culture of aiming high. Drove awareness, engagement, and creative campaigns and owned SMM KPIs.

- Supported SMBs with COVID-19 Paycheck Protection Program via educational content and customer service, helping deliver 4.5+ billion in loans
- Worked with growth marketing to blend organic social into customer journeys
- Collaborated with marketing, product design, people ops, customer support, and legal for a holistic social media and communications strategy

### EMPLOYMENT BRAND MANAGER

Grand Rounds Health / San Francisco, CA / 2019 - 2020

Focused on building and optimizing the employment brand experience.

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## PRESS

[WSJ The New Silicon Valley Perks: Child Care, Financial Planning and Therapy](#)

[Marketing Brew "Stuck Inside My Phone:" Four Social Media Managers On Working During the Pandemic](#)

[Marketing Brew Snow day or doomsday? Social media managers had mixed opinions on the Facebook outage](#)

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## INTERESTS

- Reading (often portal fantasy)
- Yoga
- Trails
- Globetrotting
- Volunteering

## EXPERIENCE CONTINUED

### **SOCIAL MEDIA MARKETING MANAGER**

SoundHound AI / Santa Clara, CA / 2018 - 2019

Built the company's socials from the ground up.

- Managed social media for several product brands incl. content, campaigns, product/partner launches, influencer program, and community engagement
- Established SoundHound's corporate presence on major social channels
- Implemented social listening, publishing, and reporting best practices

### **SOCIAL MEDIA MANAGER**

Evernote / Redwood City, CA / 2014 - 2018

Spearheaded the social media strategy, content, campaigns, creative agency relationships, and analytics for 1M+ fans.

- Worked with executives to develop social media thought leadership content
- Planned, executed, and tracked holistic creative campaigns that aligned with business goals
- Managed relationships with social creative vendors, agencies, and freelancers

### **COMMUNITY MANAGER**

Coding Dojo / Mountain View, CA / 2013-2014

Led marketing, community engagement, and external relations programs. Biggest accomplishment included creating company-wide marketing plan and establishing online corporate presence.

### **CO-MANAGER OF TECHNICAL AND APPLICATIONS SUPPORT**

NeuroSky / San Jose, CA / 2012 - 2013

Oversaw tech support and internal comms as the Applications Department communications liaison. Biggest accomplishment included revamping tech support program, reducing response rate from 7 days to 24 hours.