

# ASHLEY SHOGREN

## SENIOR SOCIAL MEDIA MANAGER

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### SUMMARY

Senior Social Media Manager with 7+ years of experience leading culturally relevant, platform-native social strategy for global fashion, lifestyle, and entertainment brands. Proven ability to drive audience growth, viral moments, and measurable performance through brand partnerships, trend-led storytelling, and creative direction across TikTok, Instagram, and YouTube.

### PROFESSIONAL EXPERIENCE

#### Senior Social Media Specialist | Crocs

Feb 2025 - Present

- Lead end-to-end social and creative strategy for global brand collaborations across TikTok, Instagram, and YouTube.
- Own social-first creative direction for partnerships including Millie Bobby Brown, Pete Davidson, and Alex Cooper.
- Deliver campaigns generating 3M–10M impressions and scale Crocs' TikTok to 3M+ followers with 150K net-new followers in under one year.
- Manage a Social Media Coordinator and partner cross-functionally to optimize performance.

#### Creative & Social Media Manager | Vitality

Aug 2022 - June 2024

- Led creative direction and social-first execution for new collection launches across e-commerce and social channels.
- Owned social strategy driving 70K+ combined follower growth across TikTok and Instagram through trend-driven content, influencer partnerships, and paid campaigns.
- Analyzed performance metrics to optimize engagement.

### FREELANCE/CONSULTING EXPERIENCE

#### Freelance Social Media Manager

July 2019 - Present

Alongside my corporate career, I've led freelance and contract social media work across entertainment, retail, and consumer brands, partnering with agencies and in-house teams to develop culturally relevant, high-performing social content and strategies.

#### STN Digital Agency (Oct 2025 – Present)

- Develop viral-forward organic social strategies for StubHub, Amazon, Monopoly GO, and E! Insider by identifying emerging trends and tailoring executions to brand voice.

#### Tracy-Locke (Oct 2024 – Feb 2025)

- Managed paid social content for Starbucks, collaborating cross-functionally to deliver integrated paid social executions and creative briefs.

### CORE SKILLS

Social Media Strategy (Organic & Paid), Brand Partnerships, Influencer Strategy, Trend Forecasting, Creative Direction, Content Development, Community Growth, Performance Analysis

### TOOLS

Adobe Creative Suite, Canva, CapCut, Figma, Sprout, Sprinklr, Later, Iconosquare, Shopify, Squarespace, Wix

### EDUCATION

#### Master of Fashion Marketing and Communication

Jan 2021 - July 2021

European Institute of Design (IED) Barcelona

- Internship with JustFab
- Senior thesis project in collaboration with Mango

#### Bachelor of Science Psychology | Bachelor of Arts Spanish

Aug 2016 - May 2020

Colorado State University

- Member, Gamma Phi Beta