

SOCIAL MEDIA PORTFOLIO

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GUSTO

Gusto is reimagining payroll, benefits and HR for modern companies; our aim is to create a world where work empowers a better life.

As a member of the Social Media team, my primary focuses are Twitter & LinkedIn. I make recommendations on strategy and content, create and share posts, build visual assets (mainly video), work with internal teams on company promotion, and monitor and engage with our followers.

Using solely organic content, I successfully:



- Grew LinkedIn fan base by 48%, hitting a total of more than 18,200 followers



- Created visual videos highlighting small biz tips and news (ex: Tax Bill)



- Expanded Twitter presence by 17%, reaching a total follower count of over 13,400 users

FACEBOOK ADS: DJ DIALS

DJ Dials is a well-known event promoter in the Bay Area nightlife scene, hosting regular music events across genres.

I create Facebook Advertising campaigns via the DJ Dials Facebook page for specific Dials events. Each ad targets a custom-built audience to drive link clicks, resulting in higher ticket sales.

Event: A-Trak & Friends at The Phoenix Hotel

- Built and targeted an ad with \$150 budget to reach over 18,000 Facebook users and drive 286 link clicks

Event: DJ Dials Presents Brodinski

- Built and targeted an ad with \$50 budget, resulting in over 9,000 Facebook users reached and 76 link clicks

AUDIO SAN FRANCISCO

Audio SF is a San Francisco nightlife venue that features an impeccable sound system, state-of-the-art lighting and incredible international artists.

As the Social Media Manager, I created content surrounding our guest artists, our club's features, and industry-related commentary. I planned posting strategy, worked with our team on announcements, wrote copy, shared posts, and handled community management.

I've contributed major growth to Audio's online presence:



- Increased Instagram following by 103%; total follower count has hit almost 8,000 users



- Built a stronger Facebook presence with a 19% increase in followers, reaching a total of 22,800



- Increased Twitter fan base by 22%, reaching a total of more than 2,600 followers

DUSTY RHINO

Dusty Rhino is an art car and music collective based in San Francisco, CA. We bring people together through art, fire and electronic music.

As the sole Social Media Coordinator, I run the Facebook and Instagram accounts fully. This includes managing event promotions, planning and sourcing content, writing copy, sharing posts, and engaging with our audience.

While working for Dusty Rhino, I:



- Created and organically grew Instagram profile to a following of ~1,600 users



- Boosted Facebook page with a follower increase of 15%; reached a total of over 8,200 users

To visit the social accounts, click each platform name.
To visit videos, click the name in parentheses.