

Margaret V. Pfohl

MARGARETVPFOHL@GMAIL.COM | NEW YORK, NY 10128

PORTFOLIO

PROFILE

Results-driven social media manager and digital content producer with 7+ years of experience creating engaging, high-impact content across TikTok, Instagram, and other platforms. Currently creating B2B social content for SiriusXM Media, generating 344K+ views and gaining 2K+ followers in my first 90 days, with 85% of views from non-followers. Skilled in end-to-end content creation, including scripting, shooting, editing, and graphic design, with a focus on brand growth, audience engagement, and trend-driven strategy. Grew Instagram from 300 to 29K+ and launched TikTok to 12K+ in under 10 months, single-handedly managing all content and strategy. Produced multiple viral videos with over 2M views. Proficient in Adobe Creative Suite, with a deep understanding of platform algorithms, storytelling, audience behavior, and digital culture.

EXPERIENCE

Social Media Coordinator, SiriusXM Media

New York, NY — June 2026 - Present

- Develop and execute B2B social media content for SiriusXM Media, translating advertising, audience, and entertainment insights into engaging content designed to attract and educate prospective advertisers.
- Create content across social platforms from concept through execution, including copywriting, graphic design, short-form video, and editorial content.
- Develop data-driven content highlighting listener behavior, campaign performance, industry trends, and the value of audio advertising.
- Collaborate with internal teams and subject-matter experts to develop social content that strengthens SiriusXM Media's position as an industry thought leader.
- Generated 344K+ views and 2K+ followers within the first 90 days, with 85% of views coming from non-followers, expanding the brand's reach beyond its existing audience.

Freelance Social Media Manager & Content Producer

New York, NY — July 2025 - Present

- Edit, format, and publish content across digital platforms, ensuring clarity, accessibility, and alignment with brand voice.
- Manage social media strategy, content calendars, and daily publishing for clients across interior design, medical aesthetics, beauty, and more, producing visually cohesive, design-driven content aligned with each client's aesthetic and voice.
- Produce short-form social video from concept to execution, including filming, editing, captioning, and optimization for discovery.

New York, NY 10128 478-542-4953

margaretvpfohl@gmail.com

- Identify and apply relevant trends, sounds, and cultural moments to create viral-worthy content.
- Collaborate directly with designers, founders, and creative teams to coordinate assets, approvals, and publishing schedules in support of broader brand goals.

Associate Editor & Lead Feature Writer, Sutton Place Social Magazine
New York, NY — June 2023 - Present

- Write, edit, and produce feature stories for each print issue, conducting interviews with public figures, professionals, and community leaders.
- Develop editorial content that balances storytelling with clarity, credibility, and relevance.
- Support social and digital storytelling tied to editorial programming, features, and community-focused coverage.

Social Media Manager, Feel Confident Haircare + Skincare
New York, NY — September 2024 - July 2025

- Led end-to-end organic social media strategy and execution for a clinically positioned haircare and skincare brand, overseeing creative direction, content production, publishing, and management.
- Developed educational social content rooted in professional credibility and audience trust, driving sustained engagement and platform growth.
- Planned and executed social campaigns tied to product launches, promotions, holidays, and giveaways from concept through execution.
- Owned social reporting and performance analysis, tracking engagement, reach, and growth to inform ongoing content optimization.
- Grew Instagram to 29K+ followers and launched TikTok to 12K+ followers in under 10 months, independently managing all strategy and execution.
- Supported PR and brand visibility efforts by producing press-ready social content that contributed to features in GQ, Men's Health, AskMen, and Deuxmoi.

PR Associate Manager & Media Specialist, 919 Marketing
Remote — May 2022 - April 2023

- Edited press materials, Q&As, and statements for national brands, translating complex product or service details into digestible media copy.
- Wrote and pitched media stories on behalf of national restaurant and healthcare brands, securing placements in major news outlets.
- Drafted press releases, Q&As, and reactive statements under tight deadlines.
- Coordinated with creative teams to ensure brand alignment across editorial, social, and video assets.

Lead Reporter & Weekend News Anchor, NBC Montana
Missoula, MT — July 2020 - May 2022

- Anchored and produced four weekend newscasts, leading breaking news coverage and live desk.
- Shot, scripted, and edited daily packages as an MMJ using Avid and Adobe Premiere.
- Produced broadcast and digital content for social platforms, increasing weekend show viewership.

EDUCATION

University of Georgia, Athens, GA — B.A. in Journalism, International Affairs, 2020

University of Oxford, Oxford, UK — Certificate in International Studies, Terrorism, 2019

SKILLS

Social Media Strategy & Growth (Instagram, TikTok, Facebook, Pinterest)

Content Creation & Video Production (Scriptwriting, Shooting, Editing)

Trend Forecasting & Audience Engagement

Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator)

Copywriting & Brand Voice Development

Campaign Planning (Promotions, Product Launches, Giveaways)

Influencer & Community Engagement

Analytics & Performance Optimization (Insights, Metrics, Reporting)

Graphic Design & Motion Graphics

Digital Project Management & Content Calendars

On-Camera Hosting & Interviewing

Cross-Functional Collaboration (Marketing, PR, Creative Teams)

ACHIEVEMENTS

Author, [*Everything's Not Peachy*](#) (2021) – Novel

Co-Author, [*“Journalism in the Era of Disinformation”*](#) (2018) – White Paper