

Dahlia Taheri

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Summary

A creative and forward-thinking social media strategist with extensive expertise in social media management, marketing, brand management, editorial planning, content creation, writing, video production, SEO, community management, trend analysis, graphic design, and reporting. Proven aptitude for developing and executing comprehensive social media campaigns that enhance brand voice and coherence while optimizing paid media to increase organic reach. Develops collaborative influencer partnerships across various platforms. A goal-oriented, knowledgeable producer who continuously visualizes, expands, and generates ideas to maximize growth and profits.

Experience

Walmart, Irvine, CA

Social Media Manager, VIZIO

November 2023 - Present

- In one year, drove 332% growth in video views, 206% increase in engagements, and 729% follower growth.
- Lead all owned social media and content plans, prioritizing Facebook, Instagram, X, TikTok, and YouTube.
- Manage influencer partnerships and in one year drove 18.3M impressions, 175K engagements, and 444K link clicks.
- Collaborate closely with product marketing, software marketing, and partner marketing teams to drive cohesive channel execution and editorial planning while providing strategic guidance across departments.
- Optimize paid media to boost organic social content reach, drive audience growth, and engagements.
- Monitor and capitalize on emerging social trends to craft dynamic content strategies.
- Provide regular reporting on the effectiveness of social media initiatives, offering data-driven insights for improvement.

Paramount, New York NY

Senior Manager, Brand Social

December 2021 - May 2023

- Strategized and managed editorial calendars, scheduling, and publishing for Comedy Central, Paramount Network, TV Land, and Pop TV social channels, achieving 1.3B views, 1.7M followers, and 58M engagements in 2022.
- Built and oversaw community management strategy, brand voice, and engagement with Paramount's audience and user generated content across social channels.
- Spearheaded CSR campaigns, including Black History Month, Women's History Month, and Mental Health Awareness Month, which earned 7.5M views and 715K engagements in 2023.
- Generated regular social media and website analytics reports, continually assessed performance, established benchmarks, and offered analysis and optimization suggestions.
- Cultivated influential social partnerships with key industry figures and content creators.

Manager, Brand Social

July 2021 - December 2021

- Led global social media strategy, organic content development, and audience growth for Comedy Central, Paramount Network, TV Land, and Pop TV social accounts.
- Coordinated with various teams, including Creative, Brand Marketing, Show Production, Media, PR, and Programming, to develop and implement social-first content and marketing plans.
- Managed social strategy for heritage months and cultural observances, generating 68M total impressions.
- Coordinated the approval process for social media assets and toolkits, ensuring feedback collection, asset optimization, and timely approval for launch.

Coordinator, Brand Social

March 2021 - July 2021

- Oversaw strategy, programming, and community management for Comedy Central, Paramount Network, TV Land, and Pop TV brand social accounts (Facebook, Instagram, Twitter, and TikTok).
- Developed social support plans for company initiatives, including Paramount+ launches, new show premieres, and social impact campaigns.

- Ideated and executed engagement-driven activations and trending/reactive content for ongoing and sustained campaigns.
- Analyzed brands, competitors, and trends to recommend strategies for optimal growth and revenue performance.

Comedy Central, New York, NY

Coordinator, Social Strategy

Jan 2019 - March 2021

- Oversaw programming and strategy for Comedy Central's social accounts, including Facebook, YouTube, Instagram, Twitter, and TikTok, managing the strategy and publication of 10,000 total pieces of content in 2020.
- Coordinated with research to identify and track relevant analytics, providing recommendations to optimize revenue, views, watch time, and follower growth.
- Serviced social initiatives and managed relationships and timelines across multiple departments, including digital production, talent and development, marketing, editorial, video, design, and research.
- Led the strategic planning and execution of Comedy Central's TikTok channel, which resulted in a 1 million follower growth within one year.
- Increased Facebook ad earnings nearly 300% for FY 2020.

EDUCATION

New York University

Master of Science, Integrated Marketing

January 2017 - December 2018

University of Southern California

Bachelor of Arts, Psychology

August 2012 - May 2015

AWARDS

Cynopsis Rising Star Award, 2021

Webby Awards, Comedy Central, 2021

Shorty Awards, Comedy Central, 2021

SKILLS

Microsoft Office Suite | Adobe Creative Cloud | Excel | Meta Business Suite | Wrike | Asana | Jira | ListenFirst | Work Front | Content creation | Community management | Copywriting | Social strategy | Trend forecasting | Data analysis | Paid social advertising | Influencer marketing | Platform expertise (Instagram, TikTok, X, YouTube, Facebook, LinkedIn) | Cross-functional collaboration | Creative direction | Scheduling and publishing tools (e.g. Sprout, Sprinklr, Hootsuite) | Engagement strategy | A/B testing | Adaptability | Stakeholder communication | Campaign reporting | SEO for social media | Video editing basics

Certifications

GenAI in Social Media Marketing, Meta, 2025

Social Media Marketing, Hootsuite, 2015

YouTube Creator Academy, YouTube, 2015

SEO Individual Qualification, ClickMinded, 2015