

Kasey Johnson

Social Media Manager | Content Producer | Copywriter

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PROFESSIONAL SUMMARY

Social Commerce Specialist and Content Strategist with 5+ years of experience scaling digital presence for luxury and DTC brands. Expert in managing high-volume creator relationships, sourcing top-tier UGC, and driving measurable ROI through affiliate and social commerce programs. Proven track record of navigating the Shopify ecosystem and executing complex social strategies that result in 50M+ views and sustained community growth.

CORE SKILLS

Strategy and Content: Social media strategy, content calendars, organic growth, trend forecasting, community management, UGC sourcing, Instagram Reels, TikTok, short-form video production and editing, copywriting, brand storytelling

Paid and Analytics: Meta ads management, paid social strategy, campaign reporting, performance analytics

Tools: CapCut, Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Canva, Planoly, Later, Meta Business Suite, Shopify, Wix, Squarespace

PROFESSIONAL EXPERIENCE

Social Media Manager, Soapbox Strategists

New York, NY (Remote) | 2022 – November 2025

- Led global social commerce and visual strategy for luxury design clients including Arteriors Home, achieving a 90% Story completion rate and driving \$80k/month in attributed Pinterest revenue.
- Shot, edited, and published 9+ Instagram Reels per week across 4 client accounts, generating over 1 million monthly views.
- Developed and maintained daily Instagram Stories and content calendars aligned to seasonal campaigns and industry trends.
- Sourced high-end user-generated content and managed relationships with professional interior designers, creators, and influencers.
- Published daily across Instagram, LinkedIn, and Facebook, managing scheduling and approvals through Planoly and Later.
- Led client-agency communication and reporting, aligning output with evolving brand goals.

Social Media Manager, Retrofit Films

Remote | September 2025 – December 2025

- Produced weekly Reels, in-feed static posts, Stories, and captions for the launch of "Eyes On: Conversations with Hollywood Filmmakers," an original podcast.
- Built and executed the cross-platform launch strategy across YouTube, LinkedIn, and TikTok, including paid advertising strategy.
- Grew account reach through a combined organic and paid content program.

Founder and Creative Director, Sour Dice

New York, NY | 2020 – Present

- Founded and scaled an independent fashion label from handmade garments to a full production studio, growing entirely through organic content with no paid advertising.
- Drive 1.3M+ average monthly Instagram views through daily short-form content across TikTok and Instagram.
- Secured placement in five US retailers through inbound interest generated by social content, converting organic reach directly into wholesale accounts.
- Produced and hosted a solo runway show during New York Fashion Week 2024; garments featured in the FIFA World Cup "Goals" music video (2026) and pulled for celebrity and editorial shoots.
- Own the full pipeline solo: concept, production, copywriting, publishing, community management, and brand design including logo, packaging, and e-commerce site.

EDUCATION

New York University, Gallatin School of Individualized Study

Bachelor of Arts, 2021 | Concentration: The Visual Aesthetics of Power (Art History, Design, and Marketing) | Minor: Business of Entertainment, Media and Technology