

## JANICE PIMENTEL

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*Senior social and brand leader with 10+ years of experience building and leading social media strategy in highly regulated environments. Trusted advisor to executive stakeholders and clients, known for balancing creative excellence, compliance, and performance.*

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### EXPERIENCE

**Assistant Vice President, Social Media Strategist** | Jenius Bank, division of SMBC MANUBANK | July 2022 – Present

- Acted as senior social media advisor to internal leadership and agency partners, guiding strategy, creative standards, and platform decisions in a highly regulated environment.
- Oversaw content review and approval across all social channels, ensuring alignment with brand strategy, regulatory requirements, and risk management standards.
- Partnered daily with Legal, Compliance, Creative, Analytics, and Product teams to ensure social programs met governance requirements without sacrificing creativity or performance.
- Led reputation management and escalation protocols for sensitive topics, ensuring proactive monitoring and timely response.
- Defined social KPIs and partnered with analytics teams to optimize performance, inform creative direction, and refine strategy over time.
- Set creative and editorial standards across social content, ensuring consistency, quality, and alignment across internal and external teams, partners, and influencers.

**Conversation Lead, Product + Features** | X (formerly Twitter) | Aug 2021 – Feb 2022 (Contract)

- Led content strategy and briefing for multiple global product launches and brand partnerships.
- Partnered closely with Product, Engineering, Legal, and Creative teams to deliver insight-driven, platform-native storytelling.
- Managed campaign budgets ranging from \$500K to \$1M, maintaining high performance benchmarks.

**Social Media Team Lead** | Digital Marketing Group (Agency) | May 2020 – Aug 2021

- Served as senior strategic lead for client social programs, presenting recommendations, performance insights, and creative direction to client stakeholders.
- Guided creative teams and freelancers to ensure high-quality execution across digital and social deliverables.
- Scaled the social department through 4x growth, expanding offerings across organic, paid, influencer, and podcast campaigns.

### EARLIER EXPERIENCE

Social Media Account Manager, Innereactive | Feb 2017 – Jan 2019

Social Media Specialist, Professional Eyecare Associates of America | Jan 2015 – Feb 2017

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### EDUCATION

University of Winnipeg | BA, Communications & Business Administration

### SKILLS & TOOLS

**Strategy:** Brand Voice, Editorial Planning, Campaign Roadmaps, Cultural Relevance, Community Engagement

**Platforms:** Instagram, Facebook, TikTok, Threads, LinkedIn, Snapchat, Pinterest, Reddit, YouTube, X (Twitter)

**Tools:** Artificial Intelligence (AI): Generative AI, Prompting, AI-Assisted Research & Content Development, Sprout, Sprinklr, Hootsuite, Canva, Figma, Slack, Jira, Hubspot, Adobe, Salesforce, Google Analytics, Meta Ads