

KATHRYN DUSENBURY

SOCIAL MEDIA DIRECTOR | CONTENT, CREATOR & COMMUNITY STRATEGY

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ABOUT ME

Social media leader with 12 years of experience building organic social, content, and creator strategies for consumer brands across fashion, retail, fintech, and DTC. At Stitch Fix, grew engagement 61% and audience 45% YoY with just 8% more content, a record built on audience insight and creative discipline rather than volume. Builds social-first ecosystems connecting owned content, creators, brand partnerships, and community, and leads teams and agency partners to turn performance into strategy for executive and cross-functional stakeholders.

CORE EXPERTISE

Social Media Strategy • Content Strategy • Creator & Influencer Marketing • Social-First Creative • Audience Growth • Brand Partnerships • Community Strategy • Organic + Paid Social • Social Analytics & Insights • Cross-Functional Leadership • Team Leadership • Executive Reporting

EXPERIENCE

SOCIAL MEDIA LEAD

Stitch Fix | May 2023 – Present

- Own organic social strategy across Instagram, TikTok, Pinterest, YouTube, and emerging platforms, setting channel strategy, content direction, editorial planning, audience growth strategy, and performance measurement.
- Drove 45% YoY growth in net new audience and 61% growth in engagements, while increasing content volume by just 8%, and helped grow Stitch Fix's Instagram community to 1M+ followers.
- Lead social-first creative strategy in partnership with Brand and Creative, translating audience behavior, cultural trends, and performance insights into content strategies and creative recommendations.
- Partner closely with Influencer Marketing and agency teams to shape creator strategy for social, identifying opportunities to extend influencer content across owned channels and connect creator partnerships to broader social and brand priorities.
- Develop creator and brand collaborations that drive audience growth and brand relevance, including Days of Cheer, a creator holiday program, which generated 2,500 new followers, increased engagements 74% YoY, and increased engagement rate 137%.
- Lead and scale owned creator programs, including Stitch Fix's Stylist content workstream, increasing participation 3x and building a more consistent pipeline of platform-native content.
- Translate social performance, audience behavior, and cultural insights into strategic recommendations for senior leadership and partners across Brand, Creative, Influencer, Paid, PR, Merchandising, and Customer Service.

SOCIAL MEDIA LEAD

Cleo AI | August 2022 – May 2023

- Led organic social and content strategy, defining platform strategy, brand storytelling, visual direction, and audience engagement across Cleo's social ecosystem.
- Managed a multidisciplinary team of strategists, copywriters, and content creators responsible for developing platform-native creative.
- Partnered across Brand, Creative, and Growth to develop audience personas and connect organic and paid social insights to broader brand strategy.

SOCIAL MEDIA DIRECTOR

The Consultancy PR | November 2019 – April 2022

- Led organic and paid social strategy across 7+ consumer brands, setting channel strategy, content direction, brand voice, and editorial cadence.
- Led influencer strategy and relationship management across client accounts, including creator identification, outreach, partnership development, content activations, and event opportunities.
- Managed and developed a team of social strategists and specialists while leading the agency's social and digital thought leadership.

SOCIAL MEDIA AND PARTNERSHIPS ASSOCIATE

Society6 | January 2019 – November 2019

- Managed organic social, influencer marketing, and brand partnerships, building programs designed to grow awareness, engagement, and earned reach.
- Owned influencer relationships from identification and outreach through campaign execution, content management, and reporting.
- Developed brand partnership opportunities spanning influencer talent, content, and campaigns.

SOCIAL COORDINATOR

ban.do | October 2016 – December 2018

- Managed organic social strategy and content across owned platforms, using audience and performance insights to optimize editorial strategy and identify new growth opportunities.
- Led real-time and culturally relevant social programming while supporting influencer and brand partnership activations.

SOCIAL MEDIA COORDINATOR

Dollar Shave Club | August 2014 – October 2016

- Built and executed social content calendars across owned channels, helping scale Facebook, Instagram, and Twitter while using social analytics to inform content and editorial strategy.
- Identified new social channels and led real-time social strategy around major cultural moments including the Super Bowl.