

KELLI WALLACE CADEROT

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SUMMARY

Strategic social and digital leader with 15+ years of experience shaping corporate reputation, policy-aligned communications, and influencer-driven advocacy. Proven record in building and protecting brand trust through social media, third-party agencies, and cross-functional stakeholder partnerships. Adept at leading rapid-response strategies, scaling international influencer programs, and aligning digital messaging with organizational and policy priorities. Skilled storyteller with deep experience managing multimillion-dollar budgets, guiding high-performing teams, and delivering measurable impact.

EXPERIENCE

KB Home, Senior Director of Social Marketing | Social, Influencer, Brand Reputation & Policy Communications 2021 - Present

- Lead social media, influencer, and digital reputation strategy, driving alignment with company priorities and protecting corporate reputation.
- Partner with the Creative team to develop social-first, culturally compelling content across video, short-form, static, and emerging formats. As well as collaborate with PR, policy, and executive leadership to implement proactive and reactive rapid-response social strategies.
- Define and own the brand's social media presence, crafting narratives aligned with corporate and policy objectives.
- Develop and scaled influencer engagement programs with our PR Agency, including cross-functional events to influence public opinion and strengthen community trust.
- Manage \$2–5M budget across paid, influencer, and reputation programs.
- Establish KPIs and reporting frameworks to measure sentiment, impact, and ROI.
- Mentor and lead team of managers, creatives, and interns; foster growth and accountability.

Drybar, Director of Social Marketing 2019 - 2020

- Directed national content strategy for franchise and retail marketing.
- Mitigated brand risk during launches via rapid response alignment across paid, social, and PR teams.
- Optimized lifecycle programs and audience segmentation to drive retention.
- Managed agencies and exceeded spend/revenue targets by >230%.

Beachbody, Promoted to Senior Director of Social Media Marketing 2017 - 2019

- Oversaw digital/social for 46 brands (U.S., U.K., Europe), managing 12-person team and large vendor network.
- Built influencer & validator partnerships, and secured keynote spots at LA Digital Marketing Summit.
- Negotiated contracts saving \$130K+ and scaled media buying partnerships.
- Drove social growth: +47% Facebook, +38% Instagram, +23% Pinterest.
- Exceeded annual spend/revenue goals by 150%.

Beachbody, Director of Social Media Marketing 2015 - 2017

- Built, organized and trained team a team of 12 people on reporting/social listening suites (Spredfast, Sysomos, Infegy, Curalate, etc.).
- Maintained direct relationships with platforms (Facebook, Instagram, Twitter, Pinterest).
- Partnered with talent teams on campaigns, ensuring policy- and trend-sensitive execution.

WPP Communications (Unilever Account), Senior Social Media Supervisor 2014 - 2015

- Coordinated A-list talent for a branded YouTube content series for AXE's new product launches, boosting online brand exposure and audience engagement.
- Directed cross-functional team executing campaigns for AXE, Walmart Beauty, and more.
- Grew AXE awareness +190% with influencer-driven music program (Sam Hunt).
- Generated 17M+ impressions and 838K engagements in 1 month.
- Applied niche-influencer strategy for Walmart brand launch, gaining 67K new followers.

Starworks Group, Senior Social Strategist 2012 - 2014

- Designed and executed digital advocacy campaigns that amplified policy-aligned messaging, leveraging influencers, opinion leaders, and third-party validators to shape public sentiment and support client objectives in high-visibility markets.
- Built influencer and editorial partnerships with AG Jeans, Topshop, Nordstrom, Vivienne Westwood.

- Hosted 33 influencer/press events, generating 43M+ impressions and national media coverage for the Topshop launch in all Nordstrom stores nationwide.
- Partnered with internal teams to build rapid-response social strategies, integrating social listening, analytics, and data-driven storytelling to mitigate reputational risks and advance client positions during sensitive policy discussions.

**Saks Fifth Avenue Corporate, Social Media Manager
2011 - 2012**

- Created Saks' first corporate social media channel presence across Facebook, Instagram, Twitter, Tumblr, and our editorial blog (47 stores + 57 outlets).
- Featured in Teen Vogue magazine as one of the most influential people behind a brand's presence on social media.
- Drove +54% engagement and \$1.35M in incremental sales via digital campaigns.
- Partnered with A-List influencers on the company's Tumblr launch.
- Produced Valentino in-store RED event with an exclusive performance by Ellie Goulding.

**Universal Music Group, Digital Strategic Alliances / Partnerships Coordinator
2009 - 2011**

- Drove major artist campaigns with NFL, Victoria's Secret, and MAC Cosmetics.
- Pitched/produced Nicki Minaj's Pink Friday lipstick collaboration with MAC (sold 60K units in 2 months).
- Increased artist mentions online by +48% via influencer and media partnerships.

EDUCATION

Otis College of Art & Design

BFA • Communication Arts (Advertising)

Franklin Covey Leadership Training

Communicating for Leadership Success, The 7 Habits of Highly Effective People, Communicating with Impact

Executive Elite Training (Invitation-only) – ThinkShift

SKILLS

Design • Content Strategy • Content Marketing • Social Media Marketing • Social Media • Digital Marketing • Digital Strategy • Influencer Marketing • Influencer Outreach • Social Media Communications

HONORS & AWARDS

Featured in Teen Vogue as "Personalities Behind Your Favorite Fashion Brands"

Vogue • Dec 2012

Twitter, Facebook, and YouTube are personal hobbies and prime sources of procrastination, but Saks Fifth Avenue social media coordinator Kelli Wallace proves that new media is now its own profession. "In every marketing directive we get, there is a social media component," she said. "My career is very different from someone who is strictly doing public relations." Kelli suggests that those interested in pursuing social media read tech blogs such as Mashable to understand how content influences followers.

Through offering customer service and style advice, Kelli has turned the Saks Twitter account into a friendly personal shopper—and consequently made the massive store seem accessible and welcoming.