

KISAI PONCE

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Award-winning audience and editorial strategist with expertise in women's, lifestyle, and news content. Expert in audience growth, brand voice, leadership, and multi-platform strategy that blends storytelling with data to drive measurable impact.

WORK EXPERIENCE

Well+Good, Leaf Group Media

New York • 02/2025 - 07/2025

Director of Social Media and Video

- Directed multi-channel social and video strategy across TikTok, Instagram, Facebook, Pinterest, and YouTube, creating women-focused lifestyle, news, and beauty content that grew video views by 215% and engagement by 135% through creator-led and platform-native storytelling in 3 months.
- Oversaw social and video operations, mentoring four team members and freelancers while managing a \$15K monthly budget to deliver high-impact content across platforms.
- Led sponsored campaigns, rollout plans, editorial packages, and fast-turn initiatives—maintaining an output of 60 videos and 50+ posts per month with cohesive storytelling, on-time delivery, and alignment with brand goals.
- Developed and produced short-form video franchises ("5 to 9", "Put to the Test", and the Beauty and Changemakers Awards), overseeing logistics, creative, and talent management from concept to final edit, growing audience reach by 80% through creator and celebrity partnerships.
- Launched brand accounts on Substack and TikTok Shop, including a TikTok pop-up in LA to drive revenue and reach.
- Managed daily social and video publishing, created Airtable content calendars, collaborated with editorial to assign and promote stories, streamline workflows, and engage audiences in real time, strengthening community connection.
- Created pre-production frameworks, ideated, and produced branded social video campaigns for NYX, Lancôme, Audible, and Ford, presenting ideas and successful results to clients in collaboration with sales teams.
- Monitored performance using analytics tools, delivered weekly insights to editorial and leadership, and produced monthly reports to optimize multi-channel strategies, meet goals, and increase audience engagement and readership.

Thrillist, Vox Media

New York • 04/2020 - 12/2024

Director of Audience Development and Social Video

- Led and executed cross-platform SEO, social, video, editorial, and newsletter strategies, leveraging distribution channels to grow followers by 40%, readership by 67%, and newsletter traffic by 80%.
- Managed and mentored a team of four in social media strategy, video production, SEO, and newsletters, driving platform-specific audience growth, executing creative content quickly, and meeting regularly with editorial to share best practices.
- Created short- and long-form video formats, including the "Thrillist Explorers", managing logistics and budget, producing 5+ videos weekly with diverse creator talent and brand-aligned storytelling across travel, food, and culture.
- Implemented SEO strategy, optimizing articles and editorial calendars to improve visibility and guide story assignments.
- Ideated, presented, and produced branded social campaigns for Jeep, Honda, and AmEx, collaborating with sales and experience teams to amplify events such as the Thrillist Block Party and Revvel Cruise launch.
- Managed 10 newsletters with 1M+ subscribers by partnering with editorial and product teams to curate content, craft copy, design layouts, and develop acquisition and retention funnels, achieving a strong 30% CTOR.
- Developed and executed social strategy and content calendars in Airtable, launching platform-first franchises, training editorial teams to create social content, and leveraging data to increase output, resulting in a James Beard Award.
- Launched and managed partnerships on Reddit, Apple Maps, Google Stories, and Thrillist Australia, driving growth.
- Analyzed audience behavior and platform performance, delivering weekly reports with strategic insights to editorial and leadership to meet goals and drive double-digit growth in views, engagement, and reach.

Senior Manager, Audience Development

- Led cross-platform audience growth initiatives, overseeing social, newsletter, and SEO strategies for MadameNoire, HelloBeautiful, Bossip, and NewsOne, producing news, pop culture, and lifestyle content that drove 56% newsletter growth and 80% readership in 6 months.
- Oversaw daily social posts and newsletter sends, developed content calendars, and crafted copy and visuals with editorial, leveraging real-time trends to create culturally relevant content that resonated with audiences.
- Trained the newsroom on SEO and content optimization (headlines, images, social, video) while turning cultural events and daily stories into compelling coverage that expanded brand presence and audience reach.
- Collaborated with the sales team to ideate, develop, and present branded campaigns for Sephora, Walmart, and AT&T, driving revenue growth and maximizing brand impact across social and distribution channels.
- Analyzed social performance and trends across platforms, delivering actionable insights to the editorial team to optimize strategy, drive follower growth, increase reach, and meet goals, resulting in a lift in overall audience performance.

SKILLS

Tools and Systems: Adobe Creative Suite, Later, DashHudson, Parsely, Sprout, Excel, Chartbeat, Google Analytics, Sailthru, SocialFlow, SocialFlow, Airtable

Management Skills: Leadership, creative thinking, strategic problem-solving, data-driven decision-making, effective communication, cross-functional collaboration, strong organizational, copywriting, and editing skills, strong analytical, exceptional storytelling, mentor, nimble, building high-performance teams

AWARDS

James Beard Award: Innovative Storytelling	01/2023
Webby Award: People's Voice Websites and Mobile Sites, Travel & Lifestyle	01/2021
Webby Award: History of Video Series	01/2021
SME Digital Innovation Award	01/2018

EDUCATION

Bachelor of Arts in Advertising and Public Relations • University of Puerto Rico	Rio Piedras, PR
Second Major: Modern Languages — French and Portuguese • University of Puerto Rico	Rio Piedras, PR
French Language and Cultural Program • Catholique Institute of Paris	Paris, FR
Portuguese Language and Cultural Program • University of Coimbra	Coimbra, PT