# Camila Duarte

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Kansas City Current
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**Re: Social Media Manager**

**Dear Hiring Manager,**

The Current's best posts this season have been the ones shot on a phone in the tunnel or at training, not the polished graphics. I have spent the last four years building that kind of content for a retailer, and I would like to do it for a club I already watch at CPKC Stadium.

At Crossroads Outdoor Co. I run organic social for 14 stores and the online shop. When I started, our TikTok had about 2,100 followers. I built a series where store staff test gear on camera, recruited 22 employees into a paid creator program, and grew the account to 58,000 followers with an average engagement rate of 7.4%. Because I set up UTM tagging and a monthly GA4 report, I can also show that social brought in $412K in tracked online revenue last fiscal year.

Game days bring a lot of comments and DMs, and I take that part of the job seriously. I cut our median response time from nine hours to under two, and at my previous agency I handled community management for a USL team and a hospital system, including a complaint thread I caught and escalated within 40 minutes.

I would welcome a conversation about your plans for the coming season. I can also share a short deck of the creator series with the numbers behind each month.

Best regards,

**Camila Duarte**