

Q'ANTERIA ROBERSON

VOICE-FIRST, CAMERA-READY, AND STILL UNIMPRESSED BY VANITY METRICS

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PROFESSIONAL SUMMARY

Social, content, and brand marketing lead with 7+ years owning social as a full function — strategy, storytelling, content production, creator and affiliate programs, and brand partnerships — for D2C and consumer brands. A writer and creator first: shoots and edits original content (iPhone, CapCut, Premiere, Lightroom), writes copy that sounds like a person, and reads what's landing on TikTok versus falling flat on Instagram in real time, not from a trend report. Has built creator and affiliate programs from zero — sourcing, vetting, and negotiating brand partnerships and creator deals end to end, including budgets and contract terms. Fluent in both native platform insights and e-commerce/affiliate reporting, and translates that data into clear calls on what to make next. Runs launch calendars across freelancers, partners, and internal teams without dropping threads, and moves at startup speed with a genuine ownership mentality.

CORE COMPETENCIES

Social Strategy & Editorial Calendars • Copywriting & Brand Voice • Content Creation & Editing (Shoot/Edit) • Creator & Affiliate Program Development (0→1) • Brand Partnership & Deal Negotiation • Community Management • Platform & Affiliate Analytics • Cross-Functional Project Management • Paid + Organic Social

EXPERIENCE

Growth Lab Advertising

Oct 2025 – Present

Director of Social Media

- Own social as a full function for a portfolio of D2C and e-commerce clients — content strategy, editorial calendars, and publishing across Meta, TikTok, TikTok Shop, Snapchat, and YouTube, with full accountability for engagement and ROI.
- Built the agency's creator and affiliate program from the ground up: sourced and negotiated creator deals end to end — budgets, commission structures, and contract terms — and built the content frameworks and disclosure standards that made the program repeatable across clients.
- Write and direct on-brand copy and creative briefs for every piece of content, then track platform and e-commerce/affiliate performance data to decide what to make next.
- Serve as primary client lead, translating platform insights and campaign tradeoffs into clear, actionable recommendations on a regular cadence.

Growth Lab Advertising

April 2025 – Oct 2025

Senior Account Manager

- Owned content, social, and creator strategy for a high-value e-commerce client portfolio across Meta, TikTok, Reddit, Pinterest, and Snapchat — writing briefs, monitoring performance daily, and iterating creative in real time.
- Partnered directly with creative teams to concept and produce high-performing content, translating trend and platform signals into what to make next.
- Managed budget allocation and creative testing and scaling across the portfolio to keep spend and content investment tied to what was actually working.

ZeroTo1

Dec 2024 – April 2025

Senior TikTok Shop Account Strategist

- Owned TikTok Shop content and creator strategy for multiple e-commerce brands — writing hooks and briefs, sourcing and negotiating creator/affiliate deals, and using GMV, CVR, and AOV data to decide what to seed, amplify, or cut.
- Built creator and affiliate programs from scratch: recruited and vetted creators, negotiated commission structures and contracts, and produced repeatable content frameworks — hooks, formats, briefs — that turned one-off posts into a steady content engine.
- Managed live-shopping and promotional calendars across the creator network, keeping execution tight across multiple brands and deadlines at once.
- Reported on GMV, CVR, AOV, and creator-level performance, delivering actionable recommendations to clients on what was working and where to invest next.

Bryan Anthonys LLC

Aug 2023 – Aug 2024

Marketing Director

- Led, oversaw, and managed the brand's affiliate and creator program end to end: curated and vetted content and talent, managed product seeding, wrote creative briefs, and personally handled edits and posting to keep output consistent and on-brand.
- Owned brand content and marketing strategy across digital, social, email, and print, writing and producing copy and creative that drove brand awareness and customer acquisition.
- Managed marketing budgets with full P&L accountability; led cross-functional teams across Product, Sales, and Customer Experience.
- Implemented performance tracking and KPIs; established external partnerships to enhance brand visibility and improve acquisition economics.

Fixe Beauty

Oct 2022 – Feb 2023

Marketing Director

- Managed media buying and content strategy across Facebook, Instagram, Pinterest, and TikTok — writing ad copy and producing reels and graphics in-house to drive conversion and engagement.
- Built and ran influencer marketing and email retention programs to build brand credibility and drive repeat purchases.

Disruptive Advertising

March 2022 – Oct 2022

Senior Marketing Strategist

- Developed full-funnel paid social and content strategies for 10+ clients across fintech, fashion, beauty, apparel, real estate, travel, and health & wellness.
- Managed \$55K+/month book of business with ~\$1M monthly ad spend (\$12M+ annually), delivering ~30% increase in brand awareness across all clients.
- Led paid social and content initiatives driving customer acquisition; collaborated with internal teams to ensure seamless end-to-end execution.

Newspeed Marketing

Oct 2021 – March 2022

Director, Social Media & Email Marketing

- Managed and coached a team of Digital Campaign Managers across B2B and B2C clients in finance, education, medical, real estate, and technology.
- Supervised organic and paid social content programs, including community management at scale; designed and deployed email campaigns including lead nurture flows.

EARLY CAREER

UT RecSports — Assistant Director, Communications (Aug 2019 – Aug 2021)

- Managed email campaigns and paid social advertising via Facebook and Twitter Ads Manager; curated social content via Sprout Social.

Texas A&M University — Communications Coordinator (July 2018 – Aug 2019)

- Managed social content calendar via Hootsuite; coordinated digital marketing strategies across platforms.

Texas State University Student Health Center — Marketing Coordinator (Oct 2016 – Jun 2018)

- Launched a new brand identity for the organization; led content creation across all channels; recruited, trained, and supervised graphic designers and marketing staff.

EDUCATION

MS, Marketing

2019 – 2020

East Texas A&M University

BS, Public Relations & Mass Communications

2012 – 2016

Texas State University