

Alysha Tsuji

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Senior Social Media Leader | Audience Growth & Engagement Strategist | Digital Storyteller

WORK EXPERIENCE

Silver Tribe Media | Senior Social Media Manager

Direct-to-Consumer Media Agency, Startup Company

Los Angeles, CA | Full-Time, Remote | 02/2023 - 01/2025

- Led social media strategy and growth for Foul Territory, a daily live YouTube show and podcast, scaling the community from zero to 223,800+ followers across all platforms in less than two years.
- Produced 1,500+ social media posts, including vertical video edits, graphics, copywriting, and scheduling. Owned all Instagram, TikTok, and YouTube Shorts content, ensuring high engagement and brand consistency. 792M+ impressions and 244M+ views in 22 months.
- Took on additional responsibilities beyond core role, editing vertical videos for Oprah Winfrey's YouTube Shorts and Instagram while supporting social strategy, copywriting, and production for additional clients.
- Successfully taught and mentored team members and interns, with several transitioning to full-time jobs.

Warner Bros. Discovery | Multi-Platform and Social Media, Senior Specialist

Los Angeles, CA | Full-Time, Hybrid | 08/2021 - 12/2022

- Led the 2021-22 digital strategy for Animal Planet's Puppy Bowl, driving engagement through a two-month social content plan, managing external vendors, managing high-profile partnerships with Sesame Street and the Houston Texans, and more.
- Boosted Puppy Bowl social reach, increasing Twitter by +50.5% YoY (844M impressions) on game day and Instagram by +134% YoY (13.1M impressions) during game week.
- Developed and executed multi-platform content strategy for seven shows across Discovery Channel, Animal Planet, and Science Channel, virtually collaborating cross-functionally with marketing, production, programming, press, and ad sales.
- Analyzed social media performance, creating detailed reports for executives that highlighted key performance metrics, audience insights, and data-driven recommendations for consistent improvement.

ESPN | Senior Social Media Specialist

Los Angeles, CA | Full-Time, On-Site | 08/2018 - 08/2021

- Led NBA social coverage, optimizing content strategy to maximize engagement. 2020 NBA Finals engagement per post surged +71% on Instagram, +31% on Twitter, and +42% on Facebook YoY.
- Spearheaded ESPN's TikTok growth, scaling the account from 87K to 2M+ followers in under six months and surpassing 12M+ within a year, exceeding all targets. Provided TikTok consulting across Disney.
- Managed up to five teammates per night in live sports coverage across Twitter, Facebook, and Instagram for ESPN's 161M+ follower network, ensuring real-time, high-impact content.

CORE SKILLS AND EXPERTISE

Social Media Strategy and Audience Growth (TikTok, Instagram, YouTube, Facebook, X) | Content Creation and Storytelling | Team Leadership and Mentorship | Experienced at Campaign Management, Brand Development, and Content Engagement | Cross-Functional Collaboration | Data Analysis and Performance Optimization

EDUCATION: Pepperdine University | Malibu, CA | B.A. Journalism