

PAIGE HOPKINS

Social media strategist, content producer, storyteller

Washington, DC

SUMMARY

Results-driven digital media leader with a decade of experience managing organic social strategy, marketing, analytics and content teams. Skilled at building and leading high-performing teams, developing strategies for emerging platforms and driving above-industry engagement through data-informed decision-making. Adept at video production, defining KPIs and aligning social media strategy with broader business goals. Known for growing brand presence, thriving in fast-paced environments and fostering cross-team collaboration.

WORK EXPERIENCE

Social Host/On-Camera Talent, Axios

April 2023 – April 2026

Leadership & Strategy

- Spearheaded Axios' vertical video initiative, building and leading the team to achieve a 7% engagement rate—well above industry average.
- Increased Axios' national Instagram following by 23% year-over-year to 300K+ followers.
- Delivered daily, actionable insights to Axios leadership on marketing strategy, post performance, trending topics, and social-first storytelling angles that drove editorial decisions and boosted reach.
- Managed and mentored reporters and subject-matter experts to create social-first content, transforming written stories into visual, platform-specific formats; edited and approved content to ensure brand alignment.
- Co-led the Women+ employee resource group, creating professional development opportunities and supporting company culture.

Social Media Management & Content Creation

- Led day-to-day content strategy, creation, posting and performance tracking for Axios' Instagram, YouTube, TikTok and Snapchat accounts.
- Hosted, produced, shot, fact-checked and edited at least three vertical videos per week, often focusing on politics, policy and culture-related topics.
- Engineered cross-platform content ecosystems optimized for search and AI-powered discovery.
- Leveraged AI tools to analyze performance, automate workflows and optimize content.

Cross-Functional Collaboration, Special Projects & Events

- Directed all social media coverage for Axios Live events, producing exclusive, high-value posts that expanded brand reach and garnered millions of views.
- Produced *The Axios Show*, shaping editorial frameworks, selecting social clips, and providing creative direction. Developed the show's cold-open format and clip-driven promotional strategy.

Reporter & Content Creator, Axios D.C.

July 2021 – April 2023

- Launched and scaled [@axiosdc](#) to 20K+ Instagram followers, unlocking new paid advertising.
- Co-authored the Axios D.C. newsletter, reaching 100K+ daily readers and maintaining 50%+ open rates.

Social Media Producer/Reporter, Axios Charlotte (Charlotte Agenda)

April 2020 – July 2021

- Optimized, reported and copyedited Axios Charlotte's daily newsletter (100K+ subscribers) while producing sponsored and editorial content tailored for Instagram, Facebook and X.
- Produced sponsored content that balanced editorial integrity and brand cohesion with advertiser goals.

Live Reporter & Social Media Manager, WYFF News 4 (Hearst)

Sept. 2018 – April 2020

- Delivered live on-camera breaking news reports on tight deadlines for the daily 4:30–7:00 a.m. broadcast in a top-40 media market.
- Managed two station-branded social media accounts, which grew online audiences.

Morning News Anchor, MMJ Reporter, WBOY News 12 (Nexstar)

July 2016 – Sept. 2018

- Anchored morning broadcasts and produced and anchored the noon show, managing story lineup and editorial decisions.
- Converted on-air content into compelling, high-engagement social media posts.

EDUCATION

B.A. Broadcast and Electronic Journalism, second major: Political Science

The University of North Carolina at Chapel Hill