

EDUCATION

Bachelor of Science in Telecommunications - Concentration in Production
Minor in Event Management

August 2019

University of Florida, College of Journalism

Gainesville, FL

SKILLS

Technical: Adobe Creative Cloud, Canva, Procreate, Figma, G Suite, Trello, Asana, Notion, Slack, Powerpoint, Sprout Social, Buffer, Publishing Tools, Photography, Digital Cameras

Workplace: Social Media Management, Project Management, Content Creation, Content Management, Influencer Programs

EXPERIENCE

Social Media Specialist

November 2022 - Present

Communique Inc.

Jefferson City, MO

- Produce and schedule high-quality visual and written content within editorial calendars that effectively convey brand messaging and resonate with target audiences
- Interpret client analytics to optimize content, resulting in a 25% improvement in click-through rates and a 20% growth in organic reach
- Lead the planning, execution, and monitoring of social media ad campaigns, manage ad budgets, and oversee influencer partnerships and deliverables

Social Media Specialist

November 2021 - June 2022

Topia.io (Knobby Media Client)

Los Angeles, CA

- Orchestrated comprehensive social media strategies, including content planning, scheduling, and creation, leveraging tools such as Canva and Photoshop
- Spearheaded extensive organic outreach initiatives to connect with consumers and potential clients, resulting in a substantial boost in brand exposure and a notable uptick in sales figures
- Collaborated closely with the Head of Growth and Community Manager to conceptualize, plan, and execute dynamic marketing strategies for metaverse events

Social Media Specialist

November 2020 - Present

Knobby Media (Self-employed)

Orlando, FL

- Implement highly successful social media marketing strategies and create visually compelling content to drive significant engagement, resulting in an average increase of 75% in followers and a 50% boost in engagement
- Conceptualize and execute a dynamic influencer outreach program, resulting in amplified brand exposure and heightened sales for clients
- Leverage industry-standard programs including Canva, Photoshop, and Lightroom to create visually stunning content that resonates with target audiences
- Utilize productivity tools like Trello and G Suite to orchestrate seamless project management and maintain impeccable organizational structures

Digital Marketing Manager & Graphic Designer

April 2019 - January 2020

AZURI Medical Aesthetics and Rejuvenation Center

Miami Beach, FL

- Produced a diverse range of visual assets including print materials, social media content, graphics, videos, and other visual collateral for the medical center
- Partnered closely with the Chief Marketing Officer to strategize and execute print marketing campaigns aimed at promoting services to local professionals
- Authored compelling copy and curated content for dissemination across various platforms and websites, ensuring consistent and engaging messaging