

ABOUT ME

Creative and detail-oriented professional with proven experience in social media strategy, content creation, and performance analysis. Passionate about building engaging online communities and executing impactful digital marketing strategies. Skilled in social media management, trend analysis, and brand storytelling.

EXPERIENCE

Freelance Social Media Consultant August 2024- present

- Developed and executed tailored social media strategies to enhance brand awareness and engagement.
- Curated and managed content calendars, aligning posts with brand identity and audience interests.
- Increased Instagram and TikTok followers by 500+ through engaging, trend-driven content.

Marketing Intern, HERMARKET April 2021 - November 2021

- Researched trending topics and collaborated on content ideas, leading to a 20% increase in audience interaction.
- Created visually appealing content using Canva, ensuring alignment with brand guidelines.
- Tracked and analyzed social media performance, providing data-backed recommendations for improvement.

Social Media Coordinator , Runi Boutique September 2020 - March 2021

- Managed project timelines to align stakeholders and ensure seamless execution of marketing initiatives.
- Created and scheduled engaging posts for Instagram and Facebook, boosting follower growth by 15%.
- Monitored campaign performance and compiled detailed reports to inform future strategies.

PROJECTS

Social Media Mockups September 2020-current

- Created a series of content templates, incorporating trending design elements to enhance user engagement and brand presence.
- Developed content calendars showcasing mockup strategies for consistent posting schedules, ensuring a cohesive and professional online presence.
- Conducted in-depth research on industry trends and competitor strategies to inform mockup themes and optimize audience appeal.

EDUCATION

B.F.A. Marketing & Management
Savannah College of Art and Design (SCAD)
Atlanta, Georgia
Graduated: November 2022

CERTIFICATION

Google Analytics, 2025

Demonstrating expertise in analyzing website performance, tracking key metrics, and generating actionable insights to inform marketing strategies. Skilled in leveraging data to identify growth opportunities, optimize campaign effectiveness, and align marketing initiatives with business objectives.

SKILLS

- Industry*
- Content Creation
 - Trend Analysis
 - Social Media Management
 - Community Engagement
- Technical*
- Adobe Photoshop
 - Canva
 - Google Analytics
 - Sprout Social