

EXPERIENCE

Social Media Team Manager May 2024- Present

AltaVista Strategic Partners

- Lead a team of two in developing and executing innovative social media and email marketing strategies across diverse platforms and industries.
- Spearhead the adoption of AI technologies to enhance team efficiency and productivity.
- Project manage the creative and print production process, ensuring all deliverables align with client objectives and are delivered on time.
- Develop comprehensive marketing collateral tailored to client needs.
- Collaborate with cross-functional teams across digital media silos to develop and execute marketing strategies for integrated clients.

Senior Social Media Specialist June 2022- May 2024

AltaVista Strategic Partners

- Designed and optimized tailored social media campaigns for 28+ clients, achieving a 30% increase in followers and engagement.
- Created and managed paid media campaigns, monitoring performance to maximize ROI.
- Designed direct mail advertisements with a focus on lead generation.
- Managed video and photography production projects to enhance campaign content.
- Produced monthly newsletters and promotional campaigns to drive engagement and sales.

Digital Marketing Account Manager September 2021- June 2022

AltaVista Strategic Partners

- Strategically developed and managed social media content to boost follower growth and engagement.
- Monitored and reported on the performance of organic and paid social campaigns, making data-driven adjustments to strategies.
- Researched and implemented emerging trends in digital marketing to improve client outcomes.
- Leveraged the latest tools and design applications to create impactful email marketing campaigns.

Social Media Manager November 2020- September 2021

Plato's Closet

- Created and published engaging content for Instagram and Facebook, driving community interaction and growth.
- Increased engagement through live event coverage and interactive story content.
- Developed and managed content calendars in weekly and monthly planning sessions.

Freelance Photographer, Self-Employed May 2017- Present

- Provide a wide range of professional photography services and retouched images using Adobe Creative Suite.
- Manage a portfolio website and Instagram account to showcase work and grow client base.

EDUCATION

B.A. in Public Relations and Anthropology 2016-2020

Syracuse University; S.I. Newhouse School of Public Communications, Maxwell School of Citizenship

Graduated Summa Cum Laude, Dean's List

Syracuse University London Spring 2019

OTHER

- Skills: Microsoft Office Suite, Adobe Creative Suite, Canva, Meta Business Suite, LinkedIn Ad Manager, Canva, Social Pilot, WordPress/Wix, Mailchimp, Constant Contact, DSLR Camera
- Certifications: Advanced Social Media Strategy Training from HubSpot Academy, Meta Certified Media Buying Professional & Digital Marketing Associate