

EDUCATION

Bachelor of Arts
Film and Broadcast Media Arts
Wayne State University
2012-2018
Detroit, MI

SKILLS

- SEO
- SMO
- Digital Asset Management
- Paid Social Media Advertising
- Graphic Design
- Video Editing
- Photography
- Videography
- Copywriting
- Data Analysis
- Brand Management
- Social Listening
- Campaign Development
- Website Design and maintenance
- Digital Asset Management

SOFTWARE/ PLATFORMS

- Hootsuite
- Sprinklr
- Sprout Social
- Brandwatch
- Semrush
- Google workspace
- Canva
- Adobe Creative Suite
- Facebook
- Instagram
- X
- Tiktok
- LinkedIn
- YouTube
- Pinterest
- Threads
- Wordpress

WORK EXPERIENCE

Social Media Manager

Senate Theater
Jun 2023 - Present

- Created and implemented an organic fundraising campaign that increased our Instagram following by 126% and raised 85% of the donation goal
- Provide onsite photography and videography for event coverage
- Assist with event planning and provide onsite support during events
- Coordinate with event sponsors and partners to create a marketing strategy specific to each event
- Maintain a current database of potential influencers, sponsors, and partners for future collaborations
- Manage a team of volunteer blog writers and assist with any research that may be required
- Produce and edit short form videos to highlight campaigns, fundraisers, and events

Social Media Manager

Encore Musical Theatre Company
May 2024 - July 2026

- Designed a posting schedule and introduced cast and crew takeovers and behind the scenes content which increased the Instagram engagement by 125%
- Redeveloped the content strategy to better promote shows which increased our website traffic by 281%
- Assisted in the redevelopment of the SEO strategy to increase website and social traffic
- Managed the content creation which increased following within 5 months by 2,000 followers
- Facilitate cast interviews
- Organize social media takeovers with the cast throughout the show period
- Actively research current trends and SEO keywords

Social Media Manager

Life for Relief and Development
Oct 2021 - Jan 2025

- Revamped the Instagram layout to better represent the organization’s brand
- Redeveloped the campaign strategy which increased the account’s reach to 9.6 million
- Provided photography and live social media coverage at local distributions
- Maintained a digital media library for both photo and video assets for over 60 countries
- Monitor user engagement to ensure all content was brand appropriate
- Produced short form video content to leverage our Instagram presence
- Developed a posting strategy and managed content for 9 accounts
- Regularly reported social media metrics and executed changes to increase engagement
- Research keywords and trends to create an SEO strategy for the department
- Utilized A/B testing for ad campaigns which lead to an overall increase in engagement and CTR
- Constantly updated and grew our SMO strategy for higher visibility across all platforms

Social Media Manager

LaVida Massage
Jun 2021 - Sep 2021

- Produced/directed the holiday commercial that was used for all 52 franchises of the company
- Managed the content creation and strategy for the social accounts for all 52 franchises
- Managed a bi-weekly blog that drove a 25% increase in website traffic
- Created monthly giveaways to increase engagement on our Facebook and Instagram
- Managed the responses for Google reviews while ensuring each customer is heard
- Assisted in redesigning the company website

RELATED EXPERIENCE

Social Media Specialist	Coeus Creative Group	Aug 2021 - Nov 2021
Social Media Intern	The American Pavilion	May 2019
Social Media Intern	Mort Harris Fitness Center	Oct 2016 - May 2018
Graphic Designer	Open Book Theatre	Sept 2025 - Present
Social Media Specialist	The Penny Seats Theatre	June 2023 - Jan 2024
Content Creator	Starbucks	Mar 2020 - Dec 2021
Content Creator	Barnes and Nobles	Feb 2018 - Sep 2019