
SUMMARY

Social Media Strategist with experience creating content, optimizing social media strategy and managing the online presence of brands. Adept in building detailed campaigns for companies that result in higher visitor traffic and an active community of followers.

EDUCATION

Louisiana State University | 2018 - 2022
B.A. in Communication
Minor in Business Administration

LANGUAGE

English
Chinese

CERTIFICATIONS

Google Ad Search (Oct 2021)
Google Analytics (Oct 2021)

EXPERIENCE

CONTENT STRATEGIST

WILLOW CREATIVES | MAR 2022 - PRESENT

- Worked closely with data analyst to represent clients to generate Instagram content ideas and increase engagement
- Analyzed data to understand what worked on various social media platforms to increase engagement rate
- Optimized content calendar to coincide with new product launches
- Completed research to further understand target audience and company goals

SOCIAL MEDIA MANAGER

KUNG FU TEA | JUL 2021 - PRESENT

- Curated weekly/monthly social media campaigns and helped reach +57.3% new audiences (giveaways, content calendar, etc)
- Established and executed digital marketing strategies (social media, content creation, photo & video editing)
- Directed online traffic into sales

SOCIAL MEDIA INTERN

HERRINGSTONE'S BOUTIQUE | SEPT 2019 - DEC 2019

- Gathered resources to create mood boards for marketing campaigns
- Styled daily fashion items to boost new sales through social media strategy
- Implemented new marketing campaigns such as weekly clothing launches, seasonal promotions and sales, etc.

SKILLS

- Photography
- Proficient in Adobe Lightroom CC
- Photoshop
- Microsoft Office

LEADERSHIP

ADVERTISING FEDERATION (ADFED)

SECRETARY | DEC 2020 - DEC 2021

- Managed and oversaw all social media accounts
- Developed and maintained external and internal relationships with keynote speakers and members
- Assisted in planning and implementing fundraising events
- Developed strategies to increase member retention