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### PROFILE

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Social Media Specialist passionate about content creation and building an engaged audience through brand story telling. Looking to blend my creative talents and my enthusiasm for effective communication for a brand that I can be proud of.

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### SKILLS

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- Adobe Creative Suite
- Social Engagement Best Practices
- Paid Media Deployment
- Brand Story Telling
- Content Development
- Post-Production Editing
- Professional Photography
- Graphic Design
- Microsoft Office Products
- Effective Communicator
- Self-motivated
- Efficient Time Management
- Team Player
- Scuba Certified Diver

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### EDUCATION

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**Bachelor of Arts, Broadcasting**  
2016  
University of Texas at Arlington  
Arlington, TX

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### PROFESSIONAL EXPERIENCE

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#### **Social Media Specialist** 02/2018 - Present

Gold's Gym International, Dallas, TX

Maintain consistency of Gold's Gym brand standards, and social brand voice, through effective content creation, copywriting, engagement strategy. Worked with broader social and brand teams to maintain social content calendars to support Gold's Gym product, and services across owned social channels (Facebook, Twitter, Instagram, and YouTube).

- Increased social engagement by over 200% by sourcing content from field teams and encouraging promotion of User Generated Content.
- Deployed new weekly social video content series focusing on product engagement, and social channel growth.
- Assisted Lead Multimedia Designer on major brand video and photoshoots with pre, and post-production editing support.
- Developed and produced social media field training videos for social content best practices and local social management.
- Managed local Facebook event promotions and content boosting based on ad performance metrics.

#### **Marketing Manager** 12/2015 to 02/2018

Wise Guys Pizzeria, Grapevine, TX

- Created all in-restaurant print and digital assets e.g. menus, store signage, flyers, banners, website assets and print ads.
- Implemented social media accounts and curated all content geared to increase engagement and local brand awareness.
- Edited press releases for local newspapers and magazines during the opening of two new restaurants.

#### **Freelance & Studio Photographer** 2014 to Present

Worked as a studio photographer at Studio One to One photography shooting family, lifestyle, model clients in a sales environment with monthly quotas.

- Freelance Clients include; Grapevine Craft Brewery, Mineralogie Make Up, The Vine Chiropractic, and RockIt CrossFit.

#### **Live Producer/ Content Creator** 2015 to 2016

Lonestar Brahmas NAHL, North Richland Hills, TX

Produced live hockey games and digital graphics for internet streaming and social media accounts for pre/post game.

#### **Social Media Intern** 2015

Goodyear Cotton Bowl Classic, Dallas, TX

- Produced, shot and edited video content series for social media outlets with tight deadlines. Worked with players and fans to create entertaining content.

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## PERSONAL AND PROFESSIONAL REFERENCES

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**Geoff Tobey**      **214.289.7779**

I reported to Geoff at Gold's Gym

**Larry McCain**      **210.219.8986**

I reported to Larry for five years in the service industry

**Carolyn Bossmann**      **630.865.6985**

I worked on the same team with Carolyn Gold's Gym

**Jessica Kaszas**      **908.319.0488**

I worked with Jessica at Gold's Gym