

Objective

Results-driven social media and marketing professional seeking an entry-level position in media, digital marketing, or content creation. Proven ability to grow audiences and create engaging content across multiple platforms, with hands-on experience managing accounts totaling 1.4M+ followers and generating millions of views.

Education

Arizona State University Online | May 2026

Bachelor of Science in Technical Communications (Social Media Management)

- 3.6/4.0 GPA | Dean's List (2024-Present)
- Member, The National Society of Leadership and Success (2024 – Present)
- **Relevant Coursework:** Social Media Foundations, Principles of Technical Editing, The Digital Audience, Project Management in Technology Communications, Social Media in the Workplace, Media Entrepreneurship, Principles of Web Authoring, Digital Ethics and Internet Policy, College Algebra, Brief Calculus
- Selected as peer tutor for Computer Applications and Technology after demonstrating excellence

Arizona State University Online | Expected July 2027

Master of Science in Technical Communications

Professional Experience

Video Editor | Eva Nys Photography | Phoenix, AZ/ Remote | January 2023 - Present

- Edit and produce video content for photographer with **1.4M combined followers** across Instagram, TikTok, and YouTube
- Created **80+ videos** generating up to **8.8M views per video**, demonstrating strong understanding of platform algorithms and audience engagement
- Analyze performance metrics to optimize content strategy and maximize reach across multiple social media platforms
- Collaborate with creator to align video content with brand voice and audience preferences
- Manage post-production workflow using CapCut and platform-native editing tools

Social Media Content Creator & Manager | Self Employed | Remote | March 2020 - Present

- Build and manage personal brand across TikTok (**37,900 followers**) and Instagram (**5,000 followers**)
- Generated **10M views and 3.7M likes** on TikTok through strategic content planning and audience engagement
- Achieved **171,500 Instagram views** in past 90 days by leveraging platform analytics and optimizing posting schedule
- Develop and execute content strategy including ideation, creation, editing, posting, and community management
- Utilize Instagram and TikTok analytics dashboards to track performance, identify trends, and refine content approach
- Demonstrate expertise in short-form video production, hashtag strategy, and trend adaptation

Marketing Intern | Phoenix Ballet | Remote | October 2025 - Present

- Collaborate with Board of Directors to create donor events, influencer events, and obtain sponsorships
- Developed a marketing campaign for *The Nutcracker*
- Created social media posts to promote their productions
- Wrote grant material to be submitted to The Arizona Commission of the Arts
- Main point of contact via email for board events

Skills

Social Media Platforms: Instagram, YouTube, Facebook, X, TikTok

Content Creation: Video editing, sports photography and videography, copywriting, trend analysis

Tools & Software: Microsoft Office Suite, Google Workplace, Canva, In-platform editing tools

Analytics: Instagram Insights, TikTok Analytics, YouTube Studio, audience behavior analysis

Languages: Proficient in German

Soft Skills: Content strategy development, project management, self-motivation, deadline management, creative problem-solving, advanced math

Achievements

- **8.8M views** on single video for Eva Nys Photography
- Grew TikTok following to **37.9K** organically through consistent, high-quality content
- **7.3M+ impressions** across personal social channels in past year
- Maintained **3.6 GPA** while managing coursework and professional content creation responsibilities