

# Ember Beckary Digital Marketing & Social Media



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## PERSONAL PROFILE

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A lover of all things social media, I believe in marketing that entertains, informs, and builds trust, rather than pushing aggressive sales tactics. My approach is to research and develop strategies that are driven by analytics, but still feel human. With over four years of experience across an extensive range of industries—including food and beverage, performing arts, entertainment, travel, home improvement, economic development, financial services, agriculture, and weddings—I leverage my skills in storytelling, content creation, and creative direction to build a brand reputation that is both authentic and true to its values.

## EXPERIENCE

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### SMC Creative House

Social Media Manager | Mar 2025 - Present | Part-Time Contract

An international advertising agency specializing in brand strategy, social media, and content creation, headquartered in New York City with branches in Los Angeles, São Paulo, London, Rio de Janeiro, and Paris.

My responsibilities in this role include:

- Strategize and create content for two Philadelphia-based clients in the food and beverage industry
  - A Szechuan hotpot restaurant with six locations along the west and east coasts in the U.S.
  - A franchised Taiwanese boba tea shop with 13 locations in the U.S. and 24 locations across Indonesia and Malaysia
- Collaborate with the owners on scriptwriting, then direct and film those ideas, in addition to the content ideas outlined by the agency's creative team
- Produced (scripted, directed, and edited) a top-performing post with 241K views, surpassing paid post averages by 13x and organic post averages by 91x

### Nightcap Productions

Social Media Manager | Apr 2024 - May 2025 | Part-Time Fixed Term Contract

A Philadelphia-based event production company that specializes in organizing large-scale nightlife and entertainment events at Franky Bradley's, a notable multi-room venue located in Philadelphia's lively Midtown Village.

- Developed a content calendar and scheduled themes for promotional shoots appropriate to the season, in addition to coordinating with booked talent
- Analyzed data to inform analytics reporting and crafted content strategies accordingly

### Travel Makers

Social Media Consultant | Mar 2025 | Part-Time Fixed Task Contract

A luxury travel agency focused on personalized itineraries, providing access to more than 800 resorts and customized tours in 80 countries, serving affluent professionals.

- Conducted a social media audit to analyze content, engagement, demographics, and competitors, highlighting strengths and growth opportunities
- Provided guidance on recovering from a shadow ban by identifying penalties, recommending corrective actions to restore visibility, and advising on measures to prevent future bans

## Brotherly Love Arts Company

Social Media Content Creator | Sept 2024 - Nov 2024 | Part-Time Fixed Task Contract

A creative arts and entertainment company specializing in visual and performance art for cultural and social justice in Philadelphia, emphasizing healing and empowerment through art and drag.

- Advised on and implemented filming equipment to document the featured artist's creative process from start to finish, promoting the inaugural gallery opening
- Edited promotional materials for better event visibility, leading to a sold-out event

## AAA Distributor

Social Media Specialist | Nov 2023 - Jul 2024 | Full-Time Employee

A home improvement company that distributes kitchen, bath, doors, and flooring products, with showrooms in Philadelphia, PA, Dallas, TX, and Spokane, WA.

- Collaborated with VP of Omnichannel, Marketing Manager, and Creative Director
- Led a team of photo/video editors and graphic designers
- Used Sprout Social for automated posts, analytic reports, and community management
- Managed paid social campaigns utilizing Google, Meta, and LinkedIn Ads
- Strategized organic content across Meta, YouTube, LinkedIn, Twitter, Yelp, and Google

## Chester County Economic Development Council

Social Media Coordinator | Jan 2023 - Nov 2023 | Part-Time Employee

A private entity that promotes economic growth by providing low-interest financing, small business loans, workforce training, international assistance, site selection, brownfields consulting, urban redevelopment, and agricultural development.

- Conducted market research through interviews
- Wrote best practices guide for content creation and trained colleagues
- Strategized organic and paid media campaigns on Meta, YouTube and LinkedIn

## East Coast Shellfish Growers Association

Social Media Manager | Jun 2022 - Nov 2023 | Part-Time Contractor

A non-profit trade association advocating for shellfish workers' rights through lobbying, resource sharing, and collaboration with marine biologists, scientists, politicians, and farmers.

- Directed relevant, timely content that catered to both industry and internet trends
- Created content from the brand's educational resources to encourage engagement
- Analyzed survey responses to gain insights into the market and target audience

## Prim and Perverse

Social Media Manager | Apr 2021 - Apr 2022 | Part-Time Employee

A dressmaker based in Philadelphia specializing in wedding dress alterations.

- Integrated brand identity across social media, website, and customer review platforms
- Forged strategic partnerships with industry peers

## SOFTWARE



Hootsuite  
CapCut



Sprout Social  
Davinci Resolve



Metricool  
Adobe Photoshop



Adobe Illustrator  
Adobe Lightroom



## EDUCATION

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### **Bachelor of Science in Advertising** - The Art Institute of Philadelphia, 2018

Curriculum focused on advertising theory, creative concept development, and strategic campaign execution to combine both the creative and business elements of the industry. Coursework encompassed advertising design, copywriting, market research, brand identity, media planning, and digital production.

- Awarded Best of Class in Statistics, Economics, Digital Layout, and Psychology

## CERTIFICATIONS

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### **Photography and Digital Imaging** - Lancaster County Career and Technology Center, 2015

## CONFERENCES & WEBINARS

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### **Social Media Week, headlining Megan Thee Stallion** - Ad Week, New York City, 2024

- At this conference, Megan Thee Stallion led a session as the "Hot Girl Coach," sharing social media strategies centered on authenticity and connecting with fans. She emphasized her brand ambassador roles with Nike and Planet Fitness, as well as the importance of staying true to oneself online to build an authentic personal brand.

### **From Viral to Valuable: A Masterclass with Duolingo's Zaria Parvez** - Sprout Social, 2025

- In this workshop, Zaria Parvez, Senior Global Social Media Manager at Duolingo, shared her success in growing the brand's TikTok following from 50,000 to over 16 million using data-driven strategies and creative content. She provided practical tips on creating high-performing posts, tracking key metrics, measuring social impact, and communicating results to stakeholders, helping attendees enhance their brand's social presence and achieve measurable outcomes.

## LANGUAGE SKILLS

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**English** - Native

**Swedish** - Currently studying

**Spanish** - Currently studying