



## PERSONAL PROFILE

Social media isn't just my job—it's how I understand culture, behavior, and connection on a global scale. With 4+ years managing strategies across diverse industries, I bring steady organization and hype-girl energy to teams, knowing when creativity needs space and when deadlines need structure. I'm especially passionate about creating content that offers real value through education, entertainment, or community.

## EXPERIENCE



### SMC Creative House | Part-Time Contract

An international advertising agency specializing in brand strategy and social media

- **Social Media Manager** | Hybrid | Fixed Term, Aug - Oct 2025
  - Managed social strategy for two Philadelphia food and beverage clients: A Szechuan hotpot restaurant and a Taiwanese boba tea shop
  - Created weekly content calendars with platform-specific opportunities and engagement tactics
  - Prepared designer briefings, ensuring consistency across all touchpoints
  - **Highlight:** Produced a post reaching 262K views—*nearly 100x the average* organic performance (2,644 views)
- **Content Assistant** | Onsite | March - Aug 2025
  - Supported the creative director during promotional shoots, bringing concepts to life
  - Produced content following agency creative direction and brand standards



### Social Media Specialist | Full-Time | Onsite | Philadelphia, PA | Nov 2023 - Jul 2024

AAA Distributor | A nationwide distributor of kitchen, bath, doors, and flooring products

- Communicated instructions from the VP of Omnichannel, Marketing Manager, and Creative Director to 8 remote contractors, including editors, designers, and voice actors
- Created reports on engagement, reach, and CTR for organic channels (Meta, YouTube, LinkedIn, Twitter, Yelp, Google) and paid campaigns (Google, Meta, LinkedIn), offering insights to stakeholders
- **Highlight:** Secured a feature in *Architectural Digest* by partnering with an external PR firm and internal experts, positioning the company as an industry leader

## SOFTWARE



Hootsuite



Sprout Social



Metricool



Capcut



Adobe (Ps, Ai, Lr)



Canva

## EDUCATION

**Bachelors of Science in Advertising** | The Art Institute of Philadelphia

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

## CAREER DEVELOPMENT



### Ad Week featuring Megan Thee Stallion | Social Media Week | Apr 2024

Explored authenticity in social media strategy through the lens of her partnership with Nike