

Ember Beckary

SOCIAL MEDIA MANAGER



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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