

Philip K. Lawrence

Social Media Manager

Contact

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Skills

Social Media Strategy

Content Creation and Curation

Progress monitoring

Marketing analytics

Project Management

Video Production

Davinci Resolve

Canva

Dynamic and results-driven Social Media Manager with a proven track record of expanding brand influence, adept at operating autonomously in high-accountability settings while fostering a collaborative mindset. I bring over two years of experience in social media management, content creation, and marketing operations, coupled with basic graphic design skills. My commitment to continuous skill growth and taking on more responsibilities, along with a comfort in front of the camera, positions me as an ideal candidate ready to contribute to Sked's vibrant, engaging and hilarious content.

Volunteer Experience

Vice President of Public Relations/ Social Media Manager 2021/08- Present

North Lakes Toastmasters

- Spearheaded strategic social media initiatives resulting in a 613% increase on Facebook and a 106% increase on Instagram reach within one month.
- Scripted, filmed, and edited video content for social media platforms, including Facebook Reels and Instagram Reels, ensuring alignment with Toastmasters' core values and mission.
- Engaged with the community both online and offline through in-person meetings, fostering a sense of connection and involvement.
- Successfully grew North Lakes Toastmasters' Instagram account from 5 to 300 followers in two years, showcasing proficiency in community building.

Video Editor/ Content Creator 2019/01- Present

Personal YouTube Channel

- Crafted engaging video content with a keen focus on pacing, entertainment value, and continuity, aligning seamlessly with the requirement to define a distinct tone for each title within the dynamic gaming industry.
- Exhibited effective time management skills by consistently delivering edits on schedule, a crucial trait for executing successful social and community marketing strategies outlined in the role of a Social Media Manager
- Demonstrated versatility in content creation by adapting and reformatting content for diverse social media and digital platforms, mirroring the flexibility needed to collaborate with developers and third-party agencies.
- Conceptualized, crafted, and executed dynamic video edits aimed at captivating target audiences, directly contributing to the objective of increasing title awareness and enhancing brand reputation

Employment History

2020-04 -
2020-08

Freelance List Writer

CBR.com, Remote

- Researched, wrote, and edited list articles specifically tailored to the entertainment industry.
- Effectively maintained remote communication with the team through platforms like Slack, reflecting the ability to collaborate seamlessly in a distributed work environment, similar to liaising with developers and third-party agencies.
- Evaluated project requirements and content standards for each assignment, ensuring content aligns with the creative structure and objectives
- Successfully managed competing deadlines with efficiency, demonstrating strong time management skills essential for executing social and community marketing strategies within the fast-paced gaming industry.

Education

2019-07 -
Current

Strategic Relationships

Toastmasters International - North Lakes

- Coordinate venue set up prior to meeting and ensure proceedings adhere to club standards
- Develop presentation and public speaking skills in a supportive environment
- Evaluate fellow Toastmasters performance and provide constructive feedback
- Foster a sense of community within meetings to ensure guests feel welcome

Achievement:

- Awarded Most Improved Toastmaster of 2021
- Awarded the President's Award for Outstanding Contributions to the club in 2023

Interests

- YouTube
- Weightlifting
- Community Theatre