

Isaiah Crooks

(818) 312-6671 • isaiahcrooks@gmail.com • [linkedin.com/in/isaiah-crooks/](https://www.linkedin.com/in/isaiah-crooks/) • isaiahcrooks.com/

SKILLS & TECHNICAL TOOLS

Skills: Content Creation, Graphic Design, Copywriting, Social Media Strategy, Community Management, Paid Ads, Project Management, Client Management, Email Marketing, Blog Writing, Press Release Writing

Tools: Microsoft Office, Google Suite, Adobe XD, Canva, Hootsuite, Squarespace, Slack, Trello, Mailchimp, Asana, Meta Business Suite, Facebook Ad Manager, Constant Contact

RELEVANT EXPERIENCE

Content Creator *January 2024– Present*

Reiimagine

- Create monthly content calendars across Instagram and LinkedIn, leading to a 45% increase in reach among non-followers and 15% increase in total followers on Instagram
- Work with hotel partners and team members to brainstorm new ideas to post on social media
- Produce detailed monthly reports analyzing content performance
- Respond to comments and DMs, and reshare posts to the story

Social Media Coordinator *August 2023– Present*

aJuxt Media Group

- Create and schedule weekly social media content for one client, resulting in a 70% increase in reach and a 30% increase in engagement on Facebook
- Monitor audience growth through quarterly reports and present tactics for continued development
- Act as the client's unique brand voice by responding to comments, resharing content, and managing community relations
- Write blog posts, update web copy, and complete various writing assignments

Marketing Contractor *May 2023– Present*

New Hotel Guide

- Designed and executed a paid social media campaign through industry research, competitor analysis, market personas, and content ideation, resulting in 400+ link clicks and a 2.98% click-through-rate
- Create graphics for the email campaign and research new advisors to add to mailing lists, leading to 250 web sign-ups
- Develop copy for all landing pages, including updating homepage copy biweekly to reflect new travel highlights
- Assist in administrative tasks, upload new content to the CMS, and complete miscellaneous projects

Independent Contractor *Feb 2022 – Feb 2023*

Power Digital Marketing

- Executed monthly content calendars for three clients across Instagram, Facebook, Pinterest, LinkedIn, and Twitter
- Created strong branding through written and visual content, and staying up to date with current social media trends
- Organically increased the Instagram engagement rate by 15.3% and Pinterest link clicks by 28% for two clients respectively

Junior Account Executive *Aug 2022 – Jan 2023*

Sachs Marketing Group

- Managed social media accounts for three clients across Instagram, Twitter, LinkedIn, Facebook, Pinterest, and TikTok
- Created Facebook ad copy and graphics with a budget of \$400 per month, leading to a 12% increase in conversions
- Converted long-form content (blogs, videos, etc.) into micro-content (reels, stories, etc.) suitable for each social channel
- Maintained constant communication with clients through weekly emails to optimize strategies and troubleshoot issues
- Assisted in generating monthly analytics reports to track campaign KPIs

EDUCATION

Fowler College of Business, San Diego State University *May 2022*

Bachelor of Science in Business Administration

- **Major:** Marketing