

# Isaiah Crooks

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## SKILLS & TECHNICAL TOOLS

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**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

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### **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 monthly 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 800+ link clicks and a 2.98% click-through-rate
- Update website copy biweekly to reflect new travel highlights
- Assist in administrative tasks, upload new content to the CMS, and research contact information for sales personnel
- Send out weekly email blasts to connect with new travel advisors, leading to 400+ web sign-ups

### **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

### **Organic Social Media Marketing Intern** *June 2021 – Aug 2021*

*Power Digital Marketing*

- Developed content, branding, and messaging for 10 clients across Pinterest, Instagram, Facebook, and Twitter
- Targeted new audiences through boosted posting and paid promotions, resulting in a 20% increase in Instagram followers for one client
- Engaged with followers through daily commenting, sharing, and liking of posts
- Assisted in the creation and delivery of monthly analytics reports
- Conducted a social media analysis presentation consisting of competitor research, content strategies, and social channel optimizations to pitch to a potential client

## EDUCATION

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

Bachelor of Science in Business Administration

- **Major:** Marketing