



# AVION BAKER

#Digital Marketer

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## #SUMMARY

Dynamic and results-oriented Social Media and Influencer Marketer with a proven track record of leveraging digital platforms to drive brand awareness, engagement, and conversion. Skilled in developing and executing strategic marketing campaigns across various social media channels. Proficient in influencer outreach and management. Adept at analyzing data to optimize campaign performance and ROI. Strong communicator with the ability to cultivate authentic relationships with influencers and engage audiences effectively.

## #EDUCATION

### California State University Northridge

Bachelor of Arts, Theatre Arts, Marketing 5/2021  
Member of Kappa Kappa Gamma Sorority, 2017-2021

## #CERTIFICATIONS

### Meta Certified Digital Marketing Associate

Online Course-Meta

### Sports Marketing

Online Course- Northwestern University

### Meta Social Media Marketing Professional

Online Course-Coursera

### Marketing Analytics Foundation

Online Course- Coursera

### Social Media Marketing Foundations

Online Course-LinkedIn

## #SKILLS

- Content Creation
- Content Strategy
- Email Marketing
- Paid Social Campaigns
- Social Media Management
- Community Management
- Influencer Marketing
- Analytics Reporting

## #HOBBIES

- Watching Football
- Line Dancing
- Reading
- Yoga
- Hiking
- Playing Piano & Guitar
- Songwriting

## #PROFESSIONAL EXPERIENCE

### Social Media Manager

AC INFINITY INC | 2024

- Successfully took ownership of all social media accounts with over 180k followers.
- Strategized all video content ideas, copy, edited and scheduled content
- Improved brand awareness achieving over 5m+ impressions across all channels, 2000+ organic followers, and exceeding competitors' industry benchmarks for CPC and CPM.
- Community management for the thousands of online community members
- Analyzed social performance data and KPIS to improve social strategy

### Social Media & Project Manager

Stellar Agency | 2022 - 2024

- Lead the Social Media Marketing team, set ambitious organizational goals with impactful results for Stellar and clients.
- Increased overall brand awareness using analytics tools to track performance metrics, assess campaign effectiveness, and optimize content strategies for continuous improvement.
- Curated content in form of graphics, videos, and copywriting.
- Spearheaded Influencer and Ambassador Programs for Stellar and clients.

### Marketing Strategist

Premier Executive Transportation | 2023-2024

- Conducted market research and competitor analysis to identify key market trends, consumer preferences, and emerging opportunities, informing brand positioning and messaging strategies.

### Social Media Coordinator

One Potato | 2022

- Launched One Potato's ambassador program
- Successfully facilitated giveaways in partnership with top-tier brands
- Created social media copy
- Evaluated monthly performance statistics and used data to improve future social strategies.

### TikTok Content Creator

Hard Pops | 2022

- Created unique and engaging TikTok content for Hard Pops company

### TikTok Influencer

Personal Brand | 2019-2024

- Organically grew social following to over 67k followers, with 10+M engaging actions