



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 & Project Manager

Stellar Agency | 2022 - 2024

Social Media Manager

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

Project Manager

- Identified plans and resources required to meet project goals and objectives for Catalina Express account.
- Achieved project deadlines by coordinating with contractors to manage performance for Catalina Express account.

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

- Stayed up to date on TikTok updates, algorithm changes, and best practices to adapt strategies and maintain competitive advantage.
- Ideated, created, and edited engaging and unique video content

TikTok Influencer

Personal Brand | 2019-2024

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