

AVION BAKER

PROFESSIONAL SUMMARY

Skilled Social Media and Project Manager who has expertise in implementing effective social media strategies on various platforms and overseeing digital solution projects such as website redesigns and website maintenance/support.

Excels at time management and teamwork, consistently exceeding goals for engagement, acquisition, and retention.

Experienced in project management and have skills in team collaboration and client communication. Manages project goals and expectations between client and internal team.

WORK HISTORY

Project Manager, 01/2023 - Current Stellar Agency, Torrance, CA

- Identified plans and resources required to meet project goals and objectives.
- Achieved project deadlines by coordinating with contractors to manage performance.
- Tracked project and team member performance closely to quickly intervene in mistakes or delays.

Social Media Manager, 04/2022 - Current Stellar Agency, Torrance, CA

- Increased customer engagement through social media.
- Identified target market and key segments through in-depth analysis of markets and related trends.
- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.
- Curated content in form of graphics, videos, and copywriting.
- Managed and created multiple simultaneous email campaigns from start to finish.

Social Media Coordinator, 04/2022 - 10/2022 One Potato, Los Angeles, CA

- Created social media content with consistent copy and tone.
- Evaluated monthly performance statistics and used data to inform future strategies.

 Long Beach, CA 90802

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 avionlbaker@gmail.com

EDUCATION

Bachelor of Arts, Theatre Arts, Marketing, 05/2021
California State University
Northridge - Northridge, CA

- 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

- Paid Social Ad Campaigns
- Social Media Management
- Content Creation for platforms such as Facebook, Instagram, LinkedIn, Twitter, and TikTok
- Email Marketing Content Creation
- Experience with Social Media Management tools such as Hootsuite, Sprout Social, Brandwatch, CapCut, and Adobe
- Influencer/Ambassador Outreach and Coordination

- Successfully facilitated giveaways in partnership with top-tier brands and skillfully oversaw their ambassador program outreach and execution.

TikTok Content Creator, 01/2019 - 12/2022

Personal Brand

- Edited video content using software such as CapCut and Adobe.
- Develop original content through social listening and independent sources.
- Stayed up to date with unique trends and audio.
- Collaborated with Brands to produce influential content for Wellness and apparel sectors.

- Experience with Project Manager tools such as Jira, Asana, and Slack

HOBBIES

- Watching Football
- Line Dancing
- Reading
- Playing piano and guitar
- Singing/Songwriting
- Yoga