

Sami Myrick

Nashville, TN

615-906-1086

samimyrick@gmail.com

<https://samimyrick.journoportfolio.com/>

Professional Summary

Social media manager with 6+ years of experience growing community-driven brands through short-form video, photography, and data-informed content strategies across Instagram and Facebook.

Tools & Platforms

- **Social & Publishing:** Meta Business Suite, Instagram, Facebook
- **Design & Creative:** Canva, Adobe Creative Suite
- **Video & Editing:** CapCut, Short-Form Video Editing, Reels
- **Analytics & Reporting:** Platform Insights, Performance Tracking
- **Collaboration & Workflow:** Slack

Professional Experience

Social Media Manager

Belle Meade Children's Center | Nashville, TN | 2018–Present

- Created and produced **short-form video (Reels), photography, branded graphics, and written copy**, contributing to **~25–40% follower growth over time** and steady increases in reach and engagement.
- Led social media strategy and execution across **Instagram and Facebook**, planning and publishing consistent content calendars to support brand awareness, events, and fundraising initiatives.
- Produced **Reels and video content**, with top posts reaching **several thousand organic views**.
- Monitored platform analytics including reach, engagement rate, and clicks, using insights to **optimize posting cadence, content formats, and messaging**.
- Managed daily community engagement by responding to comments and DMs, maintaining a **positive, responsive brand presence** and strengthening audience trust.
- Led social media promotion for on-site events and fundraising campaigns, helping drive **increased event attendance and online participation year over year**.

Freelance Creative & Social Media Support

Remote | Ongoing

- Supported small businesses and community organizations with **social media content creation**, including short-form video, photography, graphics, and promotional assets.
- Designed **branded visuals and marketing materials** using Canva, CapCut, and Adobe tools to maintain visual consistency across platforms.
- Produced platform-ready content optimized for **organic engagement, contributing to increased visibility and audience interaction** for client accounts.

Music Instructor

Kensington Schools | Chicago, IL | 2016–2018

- Designed structured programs and supporting visual materials to ensure **consistent messaging and engagement** across multiple locations.
- Managed schedules, timelines, and deliverables independently, strengthening **organization, communication, and project management skills**.
- Communicated effectively with diverse audiences, adapting messaging to meet varying needs—experience that translates directly to **community-focused content and brand voice**.

Certifications & Education

Meta Social Media Marketing Certificate — Coursera

B.S., Audio Engineering — Greenville University

A.A., Liberal Arts — Blackhawk College

