**PROFESSIONAL SUMMARY**

Energetic and driven individual with 5+ years of experience in the social media space. Team player with outstanding communication skills, a positive and confident attitude, and detail oriented. Proficient at building and managing social media accounts in order to optimize brand awareness.

**EDUCATION**

**SUNY Polytechnic Institute** | Utica, NY **December 2021**

* **Bachelor of Science |** Major: Business Administration
	+ **Concentration in Marketing**

***Social Media Marketing Certification*** – *Hubspot*  **January 2022**

***Digital Media Marketing Certification*** – *Hubspot*  **January 2022**

**CAREER RELATED EXPERIENCE**

**TikTok |** Utica, NY.  **Oct. 2019 – Present**

*Content Creator – Self Employed*

* High Understanding of TikTok algorithm and utilization of growth strategies
* Knowledgeable of established and emerging social media channels
* Researching and analyzing industry-related topics
* Edit and proofread written pieces before publication
* Promote content and social networks and monitor engagement

**Accounts Managed**

* @Antonioopapa: Produced daily entertaining and humorous content
	+ 271K Followers, 37.8M Likes:
* @Health\_\_guide: Showcased how to live a happy and healthy lifestyle
	+ 251k Followers, 19.3M Likes:
* @Dailysatisfying: Showcased content focused around "Satisfying" videos
	+ 9,740 Followers, 164.7k Likes:

**PERSONAL PROJECTS**

**YouTube Channel:** ‘*Life Guide*’

This channel features many different topics that range from health and wellness, love and relationships, psychology and sociology, and self-improvement and motivation. This provides an opportunity to be excited about learning, growing, and inspiring others to be the very best version of themselves.

* Strong research skills accompanied by the ability to turn any topic into an engaging video
* An understanding of creative and strategic elements that must be present in a video to make it engaging for viewers and to optimize YouTube's algorithm
* Experience with YouTube monetization practices and standards

**ADDITIONAL EXPERIENCE**

**CoreLife Eatery |** New Hartford, NY.

 *Shift Supervisor*  **Jan. 2020 – Dec. 2021**

 *Team Member* **Jun. 2019 – Jan. 2020**

* Ensured customer satisfaction
* Managed daily schedules, employee shifts, and time-off requests
* Handled customer and employee complaints
* Counted cash at the end of the shift

**Parkway Drugs |** Utica, NY. **Jul 2016 – Oct. 2019**

 *Pharmaceutical Technician*

* Compounded and mixed medication; prepared labels and filled prescriptions accordingly
* Received approval by pharmacist for accurate skills in dispensing and calculating medication dosage
* Gained and utilized knowledge regarding processing insurance claims

**TECHNICAL SKILLS**

Content Development, Market Research, Social Media Marketing, Search Engine Optimization (SEO), Digital Marketing, Google Ads, YouTube Content Creation, Social Media Management, Branding, Facebook Ads, Project Management, TikTok, Video Editing, Thumbnail Design