




# VICTORIA VERGARA

## SOCIAL MEDIA MARKETING MANAGER

### CONTACT

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### EDUCATION

#### SECONDARY SCHOOL

Florida High School  
2013 - 2016

#### ASSOCIATE IN SOCIAL MEDIA MARKETING

Ensign College  
2022 - 2023

### SKILLS

- Writing - AP style, Blog, Social Copy, Captions, PR materials
- Social Media Management
- Social Media Strategy
- Social Media Content Creation
- Adobe Creative Suite
- Video Editing
- Videography
- Graphic Design
- Branding
- Wordpress
- SEO

### LANGUAGES

- English
- Spanish

### SUMMARY

Dynamic social media marketing manager with proven expertise in crafting and executing strategic campaigns to elevate brand presence and engagement across various platforms. Proficient in content creation, campaign optimization, and audience targeting, consistently delivering measurable results that drive business growth.

### EXPERIENCE

#### SOCIAL MEDIA MARKETING MANAGER

A&A Staffing Solutions

2022 - 2024

- Developed and executed comprehensive social media marketing strategies to rebuild brand identity and increase market presence.
- Created compelling content across various platforms to engage target audience and enhance brand visibility.
- Implemented data-driven approaches, analyzing metrics to optimize campaign performance and ensure ROI.
- Collaborated with the marketing team to design and paid media campaigns resulting in a 16% increase in sales.
- Produced high-quality visual content, including graphics, photography, and videos, utilizing expertise in design principles and proficiency in video editing software to maintain brand consistency and enhance engagement across social media platforms.
- Planned and executed engaging in-person events, coordinating schedules, logistics, and promotional activities, resulting in heightened brand visibility and strengthened customer relationships.

#### CONTENT CREATOR

DMR Agency

2019 - 2021

- Proficient in basic WordPress functionality, including content creation, editing, and publishing.
- Generated creative ideas and concepts for content based on audience insights, industry trends, and brand guidelines.
- Produced high-quality written, visual, and multimedia content, including articles, videos, infographics, and graphics, utilizing design software and editing tools as necessary.
- Implemented SEO best practices to improve content discoverability and search engine rankings, driving organic traffic and audience growth.