

# Wyatt Harris

## Social Media Campaign Manager

Social media campaign manager with six years of experience planning and executing data-driven campaigns across platforms.

### CONTACT



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LinkedIn | Portfolio



Orlando, FL 32801

### KEY SKILLS

- Campaign planning
- Budget optimization
- Cross-functional collaboration
- KPI development
- Post-campaign analysis

### EDUCATION

Bachelor of Arts (B.A.) Marketing  
University of Central Florida,  
Orlando, FL | May 2017

### PROFESSIONAL EXPERIENCE

SOCIAL MEDIA CAMPAIGN MANAGER | CREATIVEFLUX, ORLANDO, FL  
SEPTEMBER 2019 – PRESENT

- Led integrated campaigns that drove a 60% increase in engagement and a 25% lift in conversions
- Managed a team of three campaign coordinators, setting KPIs and reviewing performance
- Partnered with product and design to launch seasonal promotions that exceeded targets by 20%

SOCIAL MEDIA COORDINATOR | BRANDBOOST, ORLANDO, FL  
MAY 2017 – AUGUST 2019

- Developed campaign concepts and managed execution across Facebook, Instagram, and TikTok
- Optimized campaign budgets to maintain cost-per-acquisition below industry benchmarks
- Prepared post-campaign analyses to inform future strategies