



ASHLEY GARCIA

Social Media Manager

Nashville, TN 12345 | (615) 778-4291 | marcus.brennan@example.com

PROFILE

Social media manager with five years running organic and paid programs for hospitality and CPG brands. Lead small content teams, brief creators and freelance editors, and tie social activity back to email signups, foot traffic, and revenue.

KEY SKILLS

- Organic social strategy across TikTok, Instagram, and YouTube Shorts
- Paid social buying on Meta Ads Manager and TikTok Ads Manager
- Creator and influencer briefing, contracting, and management
- Short-form video production and editing (CapCut, Premiere Pro)
- Content calendar planning in Notion and Later
- TikTok Shop and social commerce program management
- Social listening and community management (Sprout Social, Dash Hudson)
- Performance reporting and attribution (GA4, UTM tracking, Shopify)
- Copywriting for captions, hooks, and brand voice development
- Crisis and reputation management in public comments and reviews
- Cross-functional collaboration with PR, e-commerce, and founders
- Budget ownership and cost-per-asset optimization

PROFESSIONAL EXPERIENCE

Social Media Manager

Birchline Hot Sauce Co., Nashville, TN | 2022 - Present

- Own strategy and publishing across Instagram, TikTok, and YouTube Shorts; grew TikTok from 6K to 94K followers in 14 months.
- Direct 2 freelance video editors and brief 10-15 creators each quarter for product launches and recipe content.
- Built a TikTok Shop program that contributed \$238,400 in tracked revenue during a three-month holiday window.
- Cut average production cost per Reel by roughly 40% after moving from agency edits to an in-house weekly shoot day.
- Present a monthly social scorecard to the founder and head of e-commerce covering reach, engagement, and attributed sales.

Social Media Specialist

Crestbridge Hospitality Group, Nashville, TN | 2020 - 2022

- Managed accounts for 5 boutique hotels and 2 restaurants, posting 25-30 times per week across Instagram and Facebook.
- Partnered with the PR team on 4 property openings; launch-week reach averaged 1.2M impressions per opening.
- Trained 7 on-property staff to capture phone footage that fed a shared Dropbox content library.
- Wrote the playbook for handling negative reviews and guest complaints in public comments.

Content Producer

Tinroof Media, Nashville, TN | 2019 - 2020

- Produced sponsored Instagram and TikTok content for 12 SMB clients in food, beauty, and fitness.
- Edited 8-10 short-form videos per week and presented monthly performance recaps to client leads.
- Helped a tea brand client cross 50K followers in six months through a consistent series-based posting plan.

EDUCATION

B.S. in Mass Communication, Middle Tennessee State University, 2019

,

Meta Certified Digital Marketing Associate, 2021

,

TikTok Marketing Science Certification, 2023

,