



Portland, OR 12345



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KEY SKILLS

- Editorial calendar planning and content strategy
- Short-form video production (Reels, TikTok, Shorts)
- Paid social buying across Meta, TikTok, and Pinterest
- Creator and influencer program management
- Community management and social listening
- UGC sourcing and rights management
- Analytics and reporting (Sprout Social, Dash Hudson, GA4)
- Copywriting and brand voice development
- A/B creative testing and hook optimization
- Budget management and vendor coordination
- Adobe Premiere, CapCut, and Canva
- Cross-functional collaboration with CX, brand, and ecommerce teams

Paul Allen

Social Media Manager

Social media manager with seven years building branded content for DTC and lifestyle accounts. Run organic and paid programs across Instagram, TikTok, and LinkedIn, and partner with creators on always-on storytelling. Comfortable owning the editorial calendar, the reporting deck, and the late-night community replies.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MANAGER

MAPLECREST OUTDOOR CO., PORTLAND, OR | 2021 – PRESENT

- Own day-to-day strategy and publishing for Instagram, TikTok, YouTube Shorts, and Pinterest, growing combined following from 84K to 312K in 26 months.
- Launched a creator program with 18 micro-influencers in the trail-running niche; affiliate-attributed revenue hit \$487,200 in year one.
- Built a weekly UGC pipeline with the CX team that now sources roughly 40 customer videos per month with rights cleared.
- Cut paid social CPA on Meta by about a third by rebuilding the creative testing framework around hooks-first short video.
- Manage a \$1.2M annual content and paid social budget alongside one coordinator and a rotating roster of freelance editors.

SOCIAL MEDIA SPECIALIST

HARTWELL & REED STATIONERY, PORTLAND, OR | 2019 – 2021

- Ran organic Instagram and Pinterest as a one-person team, doubling impressions year-over-year on a flat budget.
- Wrote and shot weekly Reels in-house; top-performing series drove 1.4M views in a six-week window.
- Owned community management across three channels with average response time under two hours.
- Built the brand's first social style guide and tone-of-voice doc, still in use after a 2022 rebrand.

MARKETING COORDINATOR

SALT & CEDAR RESTAURANT GROUP, EUGENE, OR | 2018 – 2019

- Posted across 4 restaurant accounts and coordinated photography for new menu launches each season.
- Helped plan a Valentine's Day campaign that booked out two locations 11 days in advance.
- Tracked weekly engagement reports and shared learnings with the chef and ownership team.

EDUCATION

B.A. Communications, University of Oregon, 2018

Meta Blueprint Certified Media Buying Professional, 2022

TikTok Marketing Science Certification, 2023