

Scott Evans

Social Media Manager

Social media coordinator with two years of hands-on content and community work for a regional fitness brand. Comfortable shooting and editing short video on a phone, scheduling across platforms, and pulling weekly performance reports.

EDUCATION

B.S. in Mass Communications,
University of South Florida, 2022

Meta Certified Digital Marketing
Associate, 2023

Hootsuite Platform Certification,
2024

KEY SKILLS

- Instagram, TikTok, and Facebook native publishing
- Later and Hootsuite scheduling
- CapCut and Adobe Premiere Rush video editing
- Canva graphic design and brand templates
- Short-form vertical video production on iPhone
- Community management and DM response workflows
- Hashtag research and caption writing
- Weekly analytics reporting in Sprout Social and Meta Business Suite
- Content calendar planning in Notion and Trello
- Influencer outreach and micro-creator coordination
- Basic photo editing in Lightroom Mobile

PROFESSIONAL EXPERIENCE

Social Media Coordinator | Coastline Fitness Studios, Tampa, FL,
2023 – Present

- Schedule 18-22 posts per week across Instagram, TikTok, and Facebook for 6 studio locations using Later.
- Edit short-form video in CapCut and Adobe Premiere; class-promo Reels averaged 47K views in Q2 2024.
- Reply to DMs and comments within four business hours and route refund or injury issues to the right manager.
- Pull a Monday morning recap deck covering reach, saves, and follower delta by location.

Marketing Intern | Bayshore Animal Hospital, Tampa, FL,
2022 – 2023

- Shot adoption-day Reels and Stories that helped place 34 animals over three weekend events.
- Wrote captions and pulled hashtags for the daily Instagram post, working off a content calendar in Notion.
- Tracked engagement in a shared spreadsheet and flagged which post formats earned the most saves.

- UGC sourcing and rights collection