

James Carter

Social Media

Social media manager with seven years running organic and paid programs for consumer brands in beauty, food, and outdoor. Comfortable owning the full loop from content calendar to community response to monthly performance readout for a marketing lead.

EDUCATION



B.A., Communications, University of Oregon, 2018

KEY SKILLS



- Instagram, TikTok, Pinterest, YouTube Shorts
- Content calendar planning (Later, Sprout Social, Airtable)
- Creator sourcing and briefing
- Community management and inbox coverage
- Native TikTok and Reels editing (CapCut)
- Adobe Premiere and Lightroom
- Meta Ads Manager, TikTok Ads Manager (whitelisting)
- Monthly performance reporting

PROFESSIONAL EXPERIENCE



Social Media Manager | Marrow & Fern Skincare, Portland, OR, 2021 – Present

- Own Instagram, TikTok, and Pinterest for a mid-size skincare brand shipping to 14 countries, publishing 18-22 pieces of content per week across the three channels.
- Rebuilt the TikTok content approach around founder-led education clips, growing the account from 41K to 287K followers over 19 months.
- Partner with the paid team on whitelisting and Spark Ads; whitelisted creator content held a \$0.62 average cost per click versus \$1.40 for brand-produced ads in Q3.
- Manage a roster of 30-40 nano and micro creators per quarter, briefing, contracting through a rights management tool, and reporting posted deliverables against the brief.
- Draft the weekly community response playbook and cover inbox on Thursdays; average first response time sits under 90 minutes during business hours.

Social Media Coordinator | Hillcrest Outdoor Co., Bend, OR, 2018 – 2021

- Ran the day-to-day content calendar for Instagram and Facebook, publishing 5-6 posts per week and scheduling through Later.
- Built the brand's first creator gifting program, sending seasonal product to roughly 60 outdoor and van-life creators per year and tracking posted content in an Airtable base.
- Wrote captions and pulled monthly reporting (reach, saves, follower growth, top posts) into a one-page deck for the marketing director.
- Covered live event coverage at three retailer trade shows per year, filming and editing recap Reels on-site.