

## PROFESSIONAL EXPERIENCE

### Mood Fabrics

March 2024 - Present

*Social Media and Video Team Associate*

- Social Media Management: Oversee and manage all social media accounts, including Instagram, TikTok, Facebook, Threads, X, Pinterest, and Reddit, ensuring consistent brand messaging across platforms.
- Content Creation and Scheduling: Develop, design, and schedule engaging content, such as posts, ctas, and infographics, utilizing tools such as Canva and CapCut to enhance visual appeal and drive engagement.
- Strategic Growth Initiatives: Design and schedule engaging content, including posts, CTAs, and infographics. that boosted Instagram interaction and engagement by 14%, significantly increasing brand visibility.
- Project and Workflow Optimization: Utilize Monday.com and Sprout for efficient project management; Later (LinkinBio feature), and Google Suite for streamlined social media operations.
- Identified, engaged, and built relationships with influencers to drive brand awareness and campaign success.
- Recently Added July 2024: Spearheaded the development of the new Mood Fashion School social media platforms.

### Shaep.Co &

### Kornelja Slunjski

July 2022 - Present

*Freelance - Social Media Associate*

- Repurpose and optimize content for Instagram, YouTube, Pinterest, and TikTok, achieving a 25% increase in views and bolstering brand awareness across social media platforms
- Plan and execute a cohesive content strategy for multiple platforms, ensuring alignment with the brand's voice while increasing overall audience interaction.
- Engagement: Boosted Instagram Stories engagement by 11%, resulting in higher audience retention and brand visibility.
- Develop engaging visual assets using Canva and CapCut to enhance the appeal of posts and driver user interaction.

### International Academy of Television Arts & Sciences (International Emmy Awards)

November 2024

*Social Media Marketing Intern*

- Collaborated with a global team to execute social media campaign for a high-profile, international event.
- Manage live event social media campaigns, increasing engagement across social media platforms.
- Create and edit short-form video content tailored to perform well on Instagram Stories, Reels, and other social media formats.
- Utilize tools like Canva, Adobe Photoshop, and Sprout Social to design graphics, edit visuals, and schedule posts effectively.
- Write compelling captions and posts to align with brand messaging and captivate audiences.

## EDUCATION

### Montclair State University, Montclair, NJ

BA Fashion Merchandising

Certificate in Entrepreneurship

### Skills

Technical Tools (Sprout Social, Later, Canva, CapCut, Adobe PS, Filmora), Content Strategy (Social Media Platforms, Campaign Development), Project Management (Monday.com, Google Suite) and AI Tools (Chat GPT: Copy AI, Grammarly)

### Accomplishments

Presidential Scholarship Recipient (All Four Years) - National Society of Leadership & Success Member -

Led the development of social media platforms for Mood Fashion School (July 2024)