



MARIANNA SANCHEZ
***SOCIAL MEDIA MANAGER,
STUDENT***

CONTACT

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EDUCATION

UNIVERSITY OF SOUTH FLORIDA, TAMPA
BACHELOR OF SCIENCE
MAJOR IN INTEGRATED PUBLIC RELATIONS
& ADVERTISING

KEY SKILLS

ADOBE, MICROSOFT,
SOCIAL MEDIA, BILINGUAL
(SPANISH), AUDIO/VISUAL,
VISUAL MERCHANDISING,
CUSTOMER SERVICE,
SALES, COMMUNICATION

PROFESSIONAL EXPERIENCE

DIGITAL MEDIA MANAGER, TAMPA BAY FASHION EXPERIENCE (MAY 2024 / PRESENT)

- Manage all digital media assets including website, social media channels, and audio/visual packages
- Communicate with clients and audience via media channels.
- Audio and video editing for large scale productions
- Manage and track KPI metrics
- Design and manage collateral materials for advertisement.
- Media planning and strategy

FREELANCE SOCIAL MEDIA COORDINATOR (2024 / PRESENT)

- Conduct social media audits and track KPI's/ conversion
- Create 2-3 feed posts daily, interact with followers, and respond to any inquiries
- Conduct market research
- Create brand identities
- Track insights/analytics and create weekly/monthly reports
- Oversee account activity
- Edit all media including images, audio, and videos.

SOCIAL MEDIA MANAGER / RETAIL SUPERVISOR BILLABONG, TAMPA (JUNE 2022-MAY 2024)

- Perform daily operations of the store including sales, customer service, communication, marketing, and merchandising
- Measure store and associate performance using KPI metrics
- Create reports of sales operations and daily events
- Consistently meets weekly sales goals between \$1,000 to \$4,000
- Manage social media accounts to drive traction and foot traffic

FRONT DESK/SALES ASSOCIATE (RETAIL) MARY JO'S PERFORMING ARTS ACADEMY (FEBRUARY 2020- JUNE 2021)

- Worked in the front desk area and point of sale operations
- Oversaw studio boutique
- Facilitated scheduling, registration, sales, marketing, and inquiries
- Assisted customers in purchasing dance gear suitable for their needs