

# SAVANNAH ARMER



## Social Media Manager

Social Media Manager with over 7 years of experience in social media initiative design, who thrives in fast-paced, collaborative work environments. Extensive experience in leveraging data analytics to drive traffic and content creation. Interested in crafting compelling social media narratives that elevate brand identity, connecting with target audiences and expanding into new markets.

## EDUCATION

12/2020

Arizona State University

- Bachelor Degree in Business-Communication


## SKILLS

- Facebook, Twitter, Instagram, Pinterest, Youtube, LinkedIn, Tiktok
- Sprout Social, Hootsuite, Later, Constant Contact, Mail Chimp, Asana
- Microsoft Office, Google Suite, Canva, General Photo/Video Editing

## CONTACT

 Savvy@thesociablesavvy.com

 [www.linkedin.com/in/savannah-armer/](https://www.linkedin.com/in/savannah-armer/)

 <http://www.thesociablesavvy.com>

## EXPERIENCE

9/2022- current

Sociable Savvy- Freelance

Social Media Manager

- Owned Social Media Presence across Instagram, Tiktok, YouTube, and LinkedIn producing 6 static posts and 20-25 short form videos weekly
- Content Creation cross both static in short form video such as memes, tools, motivation, educational content
- Curated content calendars across brand and social media platforms and grew organic followings
- Collaborated with businesses on Social campaigns delivering content and approval in timely manners
- Created copy and CTAs tailored to the business goals and audience of each brand
- Delivering monthly reporting with plans of action to pivot in social media execution based off analytics
- Managed client's social platforms across Facebook, LinkedIn, Instagram, youtube, and tiktok

3/2019-11/2019

AirDD

Social Media Manager

- Created and managed a consistent content calendar across multiple social media platforms
- Designed and implemented high-impact social media strategies to promote company products and services
- In 8 months increased instagram following by more than 600%
- Accelerated brand visibility through copywriting and audience engagement
- Continually analyzed and reported on campaign metrics in order to maximize results and streamline key processes

2014-2019

LA Social Karma

Social Media Manager

- Successfully scheduled, curated, and managed 10+ concurrent client accounts for a top Los Angeles boutique.
- Designed, developed and managed written content, video, and images to bolster brand awareness and online visibility
- Received recognition with the 2018 Clutch Magazine "Top Hospitality Agency" and the "Top Branding Agency" awards
- Delivered 30+ posts across multiple accounts and platforms on a weekly basis
- Increased customer engagement through direct communication on social platforms
- Created and presented analytic reports to track KPIs and guide campaign development