

DILLON ANTWI

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SUMMARY

Social Media Manager and Content Strategist with 4+ years of experience developing short-form video content and social media campaigns for lifestyle, creator, and digital brands. Skilled in researching social media trends, developing content ideas, building shot lists, and editing high-performing short-form videos for TikTok, Instagram Reels, and YouTube Shorts. Proven ability to transform raw footage into engaging social content that drives audience growth, engagement, and brand visibility.

SKILLS

- Creative Strategy & Concepting: Campaign ideation, storyboarding, trend adaptation, and branded content.
- Social Media & Creator Platforms: TikTok, Instagram Reels, YouTube Shorts, Meta, Snapchat, X, and LinkedIn.
- Content Production: Scripting, filming, editing, mock-ups, and platform-native formats.
- Design & Tools: CapCut Pro • Adobe Premiere • Canva • Figma • Google Workspace • Microsoft Office TikTok Analytics • Instagram Insights
- Analytics & Reporting: Social performance tracking, campaign measurement, algorithm optimization.
- Collaboration & Communication: Client decks, cross-functional teamwork, and trend research

Product Specialist

Apple Inc. - Newark, DE

July 2026 - Present

- Engaged with customers, providing personalized product recommendations and ensuring high satisfaction levels through attentive service and detailed product knowledge.
- Managed transactions accurately using POS systems, demonstrating excellent attention to detail and organizational skills.
- Contributed to an inclusive team environment, collaborating across departments to create a positive customer experience.
- Maintained up-to-date knowledge on Apple products and industry trends to provide relevant, timely customer solutions.

Social Media Producer

The Drunken Lab – New York, NY

Dec 2024 – Apr. 2026

- Research trending TikTok and Instagram Reels formats to develop weekly short-form content ideas for lifestyle and beverage audiences.
Create shot lists and content concepts for social media shoots, ensuring content aligns with current platform trends.
- Edit short-form video content from raw footage using CapCut, producing platform-native TikTok and Reels content.
- Write captions and manage posting schedules across multiple social platforms.
- Track engagement, reach, and retention metrics to optimize content performance.
Increased social audience growth by 25% through trend-driven video formats and strategic content planning.

Social Media Strategist

Aignite Inc. - Remote

Mar. 2025 - Mar. 2026

- Develop short-form content strategies across TikTok, Instagram Reels, YouTube Shorts, Snapchat, and Pinterest.
- Lead influencer collaborations and coordinate content deliverables across creator campaigns.
- Script, film, and edit original short-form videos designed for social-first distribution.
- Analyze social performance data to identify growth opportunities and refine content strategies.
- Increased brand awareness by 20% through influencer-driven social campaigns and trend-aligned content.

Product Specialist

Apple Inc. - East Rutherford

July 2024 - Jan 2025

- Engaged with customers, providing personalized product recommendations and ensuring high satisfaction levels through attentive service and detailed product knowledge.
- Managed transactions accurately using POS systems, demonstrating excellent attention to detail and organizational skills.
- Contributed to an inclusive team environment, collaborating across departments to create a positive customer experience.
- Delivered sales results, including \$225K+ in revenue through business introductions and \$877K+ in merchandise sales.
- Maintained up-to-date knowledge on Apple products and industry trends to provide relevant, timely customer solutions.
- Regularly received positive feedback, contributing to a top-tier Team Member Score (TMS) of 97.

UGC Content Creator

November 2022 - Present

- Produce branded TikTok, Instagram, and YouTube content, integrating creator-first storytelling with brand messaging.
- Leverage Notion, Slack, and Google Drive to manage content calendars, reducing errors and increasing posting efficiency by 18% and counting.
- Research and applied social/creator trends to deliver authentic, platform-native creative executions.
- Analyze performance data to refine creative strategy and demonstrate ROI for brand partners.

EDUCATION

Bachelor of Science - Communications

Public Relations Concentration

Wilmington University

CERTIFICATIONS

- Principles of Public Relations.
- Project Management.
- Canva: Create Scroll-Stopping Content.