

PROFILE

Results-oriented digital strategist with a background in social media performance and creative campaign architecture. Expert at driving engagement through data-informed content selection and community-focused communication strategies. Proven ability to manage complex social calendars and optimize creative assets for platform-specific tone and audience impact, positioning Brisk Teaching as a leader in classroom intelligence.

KEY SKILLS

- Social Media Strategy
- Community Engagement
- Content Performance Analysis
- Creative Testing & A/B Testing
- Audience Segmentation
- Digital Brand Consistency
- Strategic Communication
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

November 2022 - Present

Media Buying Practice Projects

Self-Directed Learning & Portfolio Development

- Drafted and executed compelling ad copy variations for rigorous A/B testing, resulting in improved click-through rates and brand voice consistency.
- Designed high-impact visual assets and layouts for social media platforms specifically tailored for engagement and performance.
- Analyzed competitor advertising landscapes and digital marketing trends to identify creative angles and social media growth opportunities.
- Managed creative testing pipelines to identify winning formats and visual hooks to maximize platform reach.
- Synthesized key metrics through comprehensive performance reports to drive strategic decision-making and content planning.
- Established systematic documentation for campaign workflows and logs to maintain tracking accuracy and scalability across multiple projects.
- Collaborated with stakeholders to align creative assets with brand voice and specific marketing objectives.

November 2021 - November 2022

Customer Service & Client Support Experience

Remote & Digital Support Environments

- Managed high-volume digital communications in a fast-paced remote environment, maintaining 100% satisfaction standards.
- Provided real-time technical assistance and community support via chat and email channels to resolve user issues.
- Optimized team efficiency by developing standardized templates and workflows for high-frequency digital interactions.
- Analyzed feedback trends to suggest proactive improvements to service and community engagement models.
- Collaborated with cross-functional technical teams to support product improvement cycles based on community input.

SOFTWARE / TECHNOLOGY

- Meta Ads Manager
- Google Analytics
- CRM Software
- Google Sheets
- Microsoft Excel

CERTIFICATES

Google Analytics Certification

Google • November 2022

Diploma in Buyer Management

Alison • November 2022

EDUCATION

November 2022 - November 2023

Independent Training in Media Buying & Digital Advertising in Media Buying & Digital Advertising
Independent Training

November 2021 - November 2022

Diploma in Buyer Management in Buyer Management
Alison
