TAIS KENT

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PROFESSIONAL SUMMARY

Community-first social media creator with 4 years of experience growing an 83K-follower beauty-focused audience and driving 400,000+ monthly impressions through original content and paid brand partnerships. Experienced in end-to-end channel management, content planning, copywriting, analytics, and cross-functional collaboration across TikTok and Instagram. Economics background from NYU brings a data-driven approach to KPI tracking and reporting, alongside e-commerce, affiliate marketing, and online store setup expertise.

EXPERIENCE

Brand Partnerships Manager & Content Creator | *Self-Employed* | **2022 – Present**

- Grew an owned social media audience to 83,000 followers and generated 400,000+ monthly impressions across Instagram and TikTok through consistent, trend-responsive content.
- Negotiated and managed sponsored content partnerships and ambassador contracts with beauty brands including Mixsoon, Centellian24, Gear by Gash, Numbuzin, Lily by Red, and Romand; managed deliverables from briefing through final delivery.
- Managed content calendars end-to-end, including concepting, filming, editing, captioning, and publishing, while maintaining a consistent, brand-first creative point of view.
- Tracked engagement, reach, and audience growth to refine content strategy and demonstrate ROI to brand partners.
- Concepted, filmed, and edited short-form social and product-focused videos, maintaining consistent pacing, color, and visual style aligned with brand identity.
- Incorporated stakeholder and brand feedback into edits while protecting the integrity of the original creative concept.
- Drove affiliate product sales as a TikTok Shop and Amazon Influencer creator through shoppable videos and product links.
- Adapted content formats to platform trends and algorithm shifts to sustain engagement.

Analyst | *James Capital Advisors Real Estate Private Equity Firm* | **2021 – 2022**

- Built financial models and market analyses to support investment decisions, developing strong analytical and reporting skills.
- Specialized in portfolio acquisitions and dispositions for developers, REITs, private equity firms, corporations, and other institutional clients; closed transactions valued at over $200M per year.
- Underwrote and priced QSR, retail, and industrial assets.
- Oversaw sale-leaseback transactions from initial proposals and investor marketing through LOI and PSA negotiations, due diligence, lease negotiations, and closing.
- Synthesized data into concise materials for senior stakeholders, building a foundation for data-driven social reporting and KPI analysis.
- Collaborated across deal teams, developing relationship-building and stakeholder communication skills.

EDUCATION

New York University | B.A. in Economics | New York, NY

SKILLS

Content Creation & Strategy: Content calendars, caption copywriting, trend forecasting, campaign concepting
Design & Editing: Adobe Photoshop, Canva, CapCut, Vrew, ElevenLabs
AI Tools: Nano Banana, Veo 3, Claude, Seedance
Analytics & Reporting: Social media KPI tracking, engagement and impressions analysis, performance reporting
Partnerships & Commerce: Brand partnership negotiation, ambassador programs, affiliate links, shoppable video, product seeding
Platforms & E-commerce: Instagram, TikTok, TikTok Shop, Amazon Influencer Program, Shopify
Project Management & Business Tools: Basecamp, Asana, Airtable, Monday, Salesforce, Microsoft Office
Advertising: Meta Ads, Google Ads, TikTok Ads