

TIFFANY CRANE

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PROFESSIONAL SUMMARY

Creative digital marketing professional specializing in social media strategy, content creation, and consumer engagement. Experienced developing multi-channel campaigns across Instagram, TikTok, email, and retail marketing while leveraging AI-powered tools and data-driven insights to optimize content and audience growth.

SKILLS

Social Media Marketing, Content Strategy, Campaign Development, Community Management, Email Marketing, Event Marketing, Performance Reporting, Audience Insights, Excel, Canva, Canva AI, Adobe Creative Cloud, CapCut, ChatGPT, Instagram, TikTok, LinkedIn, Copywriting, Marketing Analytics, Brand Strategy, Trends

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Full Circle Marketplace – The HUB OC | Orange, CA

Aug 2025 – Present

- Develop and execute integrated marketing campaigns across Instagram, TikTok, email, and in-store promotions to increase brand awareness, customer engagement, store traffic, and conversions.
- Manage social media strategy, content calendars, and campaign planning across Instagram and TikTok, growing Instagram from 8.9K to 10K+ followers and generating 650K+ monthly views through audience-focused content and community engagement.
- Develop and execute short-form video campaigns for Instagram and TikTok, creating trend-driven concepts and creative assets that generate 138K+ views and 6.8K+ engagements.
- Leverage Canva, Canva AI, CapCut, and LLMs to streamline content production while analyzing social media performance metrics, audience insights, and campaign results to optimize content strategy.
- Collaborate cross-functionally with internal teams and external partners to execute community-focused marketing activations, contributing to the highest-grossing event in store history with \$8K+ in gross sales, 383 transactions, and a \$20 average ticket size.

Supply Chain & Human Resources Intern

Hartwell Corporation | Placentia, CA

Sep 2022 – Mar 2023

- Analyzed purchase order data in Avante and Excel using PivotTables and VLOOKUP, improving reporting accuracy and visibility into purchasing activity
- Built vendor performance reports to support operational decisions and improve supplier oversight
- Digitized 200+ personnel files, improving accessibility and reducing reliance on physical documentation
- Supported HR, operations, and vendors through administrative and supply chain coordination, helping maintain accurate records and streamline day-to-day processes

SOCIAL MEDIA MARKETING PROJECT

Katseye “Touch” MV Manon Hairstyle Tutorial

Personal Brand Content Project | TikTok

Jul 2025

- Developed and executed a tutorial-based short-form video that reached 233K+ views, 8K+ likes, and 2.2K+ saves through trend-driven storytelling and audience-focused content strategy.
- Analyzed engagement metrics and audience responses to evaluate content performance and identify strategies for improving reach, saves, and viewer engagement.

EDUCATION

California State University, Fullerton
Bachelor of Arts, Business Administration
Marketing Concentration

Fullerton, CA
May 2025