



Estelle Darcy

Social Media Specialist

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Summary

I am an experienced social media specialist, social media analyst, and content creator with more than 7 years of experience. My job is mostly social media-related projects, such as marketing campaigns, web promotion, and social media management. I found out about social media in my first year of high school. Since that time, I see social media as more than a communication platform. Thus, I decided to learn more about digital marketing. My passion landed me a job and position in the company I am working for now as the head of the online marketing department.

Experience

Freelance

2020 - present

- Created a design for the company's official jacket for the online marketing department by implementing all unique moments happened in the company's history into one single image
- Led the team to design the new promotional anniversary banner and brochure for the popular artist
- Appointed as the head of the digital marketing department after working for six years
- Implemented the new regulation and working system for the digital marketing department, resulting in the increase of the working performance and efficiency by 30%
- Contributed to the partnership agreement with the advertisement agency, Wardiere Inc

Studio Shodwe

2017 - 2020

- Designed the banner for the local gourmet festival held in summer of 2010 and become viral after many guests share the banner image on the social media
- Won the world's amateur design competition held by Studio Shodwe and receive reward money and a year of free design online course
- Took the design online course received from the competition and improved the layout sense and mastered design application
- Created the interior design for a local seafood restaurant that changes the restaurant atmosphere into a more modern and stylish vibe

Education

Borcelle University

Master's Degree in Marketing

2009

Skills



Social Media
Planning



Social Media
Marketing



Social Media
Management



Marketing
Strategy



ROI Calculations