

Elsa Granados

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Objective

English graduate looking for a social media manager position in the skin care and beauty industry.

Education

University of South Florida
Bachelor of Arts in English

Graduated: Aug 2021

Projects

Hands in Motion Music School & Production
Capstone Marketing/Social Media Project

Jan 2021-May 2021

- Worked with the owner and classmates to develop and manage content ideas for new customer acquisition
- Developed and implemented 3 social media strategies to increase brand awareness and engagement that resulted in a 30% increase in student enrollment in less than 4 months
- Created 3 social media graphics to increase student enrollment
- Reported ongoing social media marketing efforts to the business owner weekly

Work History

AnyJuan Innovator LLC
Founder and Social Media Manager

Oct 2022 - Sept 2023

- Created a social media calendar to make sure that day to day activities align with the brand's identity and objectives
- Posted and managed AnyJuan Innovator LLC positioning across social media channels
- Engaged with customers through comments and messages to build a loyal customer base
- Created 30+ product photos, descriptions, and social media posts, effectively telling the brand's story and increasing engagement
- Measured and tracked the ongoing social media marketing efforts weekly against the KPIs (Key Performance Indicators)

Spectrum
Inbound Sales Representative (Customer Service Experience)

Apr 2022 - July 2022

- Identified areas of opportunity to make a sale
- Communicated with internal departments to resolve customer issues

Skills and Interest

- Attention to detail
- Social Media
- Excellent written and verbal communication
- Problem solving
- Interested in skincare and beauty