

# Shane Delaney

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Digital Content and Marketing Specialist with experience in SEO, copywriting, and account management. Proven success in driving audience engagement, optimizing content performance, and managing digital marketing strategies for diverse industries. Passionate about data-driven storytelling, brand development, and delivering measurable results.

## WORK EXPERIENCE

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### Social Media Content Manager | Phony Content

May 2024 – Present | Los Angeles, CA

Digital media company behind Tiny Texts, a Snapchat channel with 3.4M+ followers known for short-form, comedic screen-life stories.

- Managed content strategy for Tiny Texts, a Snapchat channel with 3.4M+ followers.
- Wrote, edited, and produced over 50 high-performing short-form stories, generating millions of views and driving a 90% increase in daily viewership.
- Conducted in-depth audience research and trend analysis to inform content strategy, leading to an average story retention rate 10% above the platform average.
- Collaborated with teams to ensure cohesive visual and content alignment.
- Analyzed performance metrics to refine future content and maximize audience engagement.
- Developed and pitched original story concepts, with multiple videos reaching over 1 million views each.

### SEO Content Writer | Collider

August 2022 – October 2022 | Remote

Entertainment news platform covering movies, TV, and pop culture.

- Wrote SEO-driven content that boosted organic traffic by 15%.
- Performed keyword research and analytics to optimize content performance.

### Freelance Email Copywriter | Cappuccino Man

March 2024 | Remote

Boutique coffee brand delivering high-quality coffee through direct-to-consumer sales.

- Developed and refined email campaigns for improved engagement and brand alignment.

### Freelance Production Assistant | StockX

June 2022 | Los Angeles, CA

Global E-Commerce marketplace for sneakers, streetwear, electronics, and collectibles.

- Supported digital campaign execution with seamless logistics and content alignment.
- Maintained brand consistency across various marketing assets.

## EDUCATION

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Loyola Marymount University

B.A., English & Screenwriting

September 2019 - August 2023

Los Angeles, CA

## SKILLS

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- **Technical:** SEO, digital marketing, content creation, performance analysis, social media management, account management, content strategy, research, editing.
- **Soft:** Communication, project management, creativity, attention to detail, adaptability.