

Brooklin Lee | Social Media Manager

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SUMMARY: I am a Social Media Manager with a background in entrepreneurship and front-end web development. I love blending innovation with marketing principles to create content that captivates audiences and builds an online community that fosters connection, loyalty, and engagement.

TECHNICAL SKILLS: Adobe Lightroom, FinalCut Pro, Sprout Social, Meta Business Suite, Facebook, Instagram, YouTube, Pinterest, LinkedIn, Threads, X, Canva, CapCut, WordPress, JavaScript, HTML, CSS, Python, React, MongoDB, Mongoose, Github, API, Node.js, Express.js, Django, Docker

EXPERIENCE

Pür Life Medical Cottonwood Heights

October 2023 - Present

Social Media Manager & Web Master | Contracted Work

- Creation and upkeep of the website using WordPress along with all sales and event landing pages.
- Develop and execute comprehensive social media content strategies across Facebook, Instagram and YouTube, alongside all content and copy creation for video, photo, and graphics.

General Assembly

August 2023 - November 2023

Software Engineering Fellow | [Project Portfolio](#) | [Github](#)

- Full-stack software engineering immersive student in an intensive, 12-week, 450+ hour program.
- Focus on product development fundamentals, object-oriented programming, MVC frameworks, data modeling, and team collaboration strategies, and development of individual and group projects.

Olive Dog Salons

October 2021 - October 2023

Business Owner | [Olive Dog Salons](#) | [ABC News Feature](#)

- Create an organized system to provide quality service to 500+ clients per month, resulting in an 800+ client base with a 75% monthly client return rate.
- Oversaw a team of 6 full-time employees and developed brand identity while optimizing website and social media presence across Instagram and Facebook.

Black Rock Resort

November 2022 - August 2023

Content Creator & Social Media Manager | Contracted Work

- Strategic development and management of Instagram and Facebook content creation.

iTOVi

September 2019 - October 2021

Social Media Management & Content Creation

- Develop and oversee content strategies for iTOVi and associated brands across various social media platforms, including Ziva Medical, Oil Stuff, and Eighty8 Keys.
 - Coordinate and execute online events and webinars while building organic social growth initiatives to cultivate a dedicated and engaged user base.
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EDUCATION

General Assembly | Software Engineering Immersive Certificate

August 2023 - November 2023

Brigham Young University - Idaho, College | Communications

2015 - 2019