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| A person wearing glasses and a grey jacket  Description automatically generated | |  | Selena Paskaleva |
| ***SOCIAL MEDIA SPECIALIST*** |
| ***contact***  331-304-2902  design@florenaandco.com  www.florenaandco.com  ***LANGUAGES***  English  Spanish  Bulgarian  ***SKILLS***  Content Design  Photography  Project Management  Video Editing  ***INTERESTS***   * Passionate about aesthetics and beauty * Content Creation * Marketing * Floral Design * Entrepreneurship |  |  | **Profile** I am a highly skilled social media specialist and co-founder of Florena & Co. Flower Boutique, with over two and a half years of experience managing and executing social media strategies. In my role, I am responsible for all aspects of the digital presence of Florena & Co. including but not limited to advertising campaigns, photoshoots, marketing initiatives, new collections, customer engagement, and more. Over the last few years, I have steadily demonstrated creativity, engagement increase, and consistent approach in driving Florena & Co.’s online growth. I have successfully launched multiple collection campaigns and showcased my skills in marketing, social media strategizing, branding, web design, and high-quality content which clearly highlight that Florena & Co. is the solution everyone is searching for.  **EDUCATION HISTORY** Social Media Specialist, Aug 2022 - Current Harper College Google Analytics Certificate, Oct 2023 Google Floral Certificate, Aug 2022 European Floral Design School High School Diploma, June 2022 Schaumburg High School  **WORK EXPERIENCE** Co-Founder of Florena & Co. Flower Boutique, Sept. 2022 - Current  * Develop and execute social media strategies across social media platforms such as Instagram, Facebook, Google, etc. * Create visually impactful content, consistent with brand identity and customer engagement. * Collaborate with floral artisans to curate novel collections. * Oversee social media advertising budget and strategies to ensure an increase in ROI  Teacher Assistant, Campanelli Elementary School, Jan 2022 – May 2022  * Assisted in developing curriculum for fifth grade students * Presented lessons and tutored students with new material * Maintain organization in classroom |