

Quinn Ramirez

Social Media Marketing Professional

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- Results-driven Social Media Marketing professional with 2+ years of experience managing content strategy, community engagement, and analytics across Instagram, TikTok, Facebook, and LinkedIn for consumer brands and B2B clients
- Proven track record of growing engagement rates by an average of 127% and increasing follower bases by 3,200+ through data-informed content strategies and trend identification
- Proficient in Meta Business Suite, Hootsuite, Canva, Google Analytics, and Adobe Creative Suite with certifications in Facebook Blueprint and HubSpot Social Media Marketing
- Strong analytical skills with experience translating platform insights into actionable recommendations that improve content performance and audience growth
- Excellent copywriting abilities with experience adapting brand voice across multiple platforms and audience segments while maintaining consistency and engagement

WORK EXPERIENCE

Brightwave Marketing Agency

January 2023 - Present

Social Media Coordinator

- Manage social media strategy and daily content execution for 5 client accounts across retail, hospitality, and wellness sectors, publishing 80+ posts weekly across Instagram, Facebook, TikTok, and LinkedIn
- Increased average client engagement rate from 3.2% to 8.7% over 12 months by implementing platform-specific content strategies, optimizing posting schedules based on audience analytics, and prioritizing Reels and short-form video content
- Grew combined client follower base by 4,800+ followers (156% growth) through consistent content calendars, strategic hashtag research, and community engagement protocols including sub-2-hour response times
- Produced monthly analytics reports for clients translating Instagram Insights, Facebook Analytics, and TikTok metrics into strategic recommendations that informed content direction and budget allocation
- Collaborated with graphic designers and copywriters to maintain brand consistency while adapting content for algorithm preferences on each platform, resulting in 43% increase in average post reach

AWARDS & RECOGNITION

Best Integrated Social Media Campaign

University Marketing Summit

Spring 2022

2nd Place, Student Social Media Competition

American Marketing Association
Austin Chapter

2021

Dean's List

University of Texas at Austin

2020-2022

Fall 2020, Spring 2021, Fall 2021, Spring 2022

Social Media Marketing Scholar

Digital Marketing Institute Student Program

2021

GreenLeaf Organic Foods

May 2022 - December

Social Media Marketing Intern

2022

- Developed and executed Instagram and Facebook content strategy for sustainable food brand, creating 25+ posts weekly including product photography, educational content, and user-generated content campaigns
- Identified and adapted trending audio formats on Instagram Reels within 24-48 hour relevance windows, resulting in 3 posts exceeding 50K views each (12x account average) and generating 680 new followers
- Managed community engagement by responding to 40+ daily comments and DMs, maintaining brand voice guidelines while addressing customer questions and concerns, contributing to 4.6/5.0 customer satisfaction rating
- Analyzed Instagram Insights and Facebook Analytics weekly to identify top-performing content types, optimal posting times, and audience demographics, presenting findings to marketing team that informed Q4 strategy
- Designed 150+ branded graphics using Canva maintaining visual consistency across platforms while testing different formats (carousels vs. single images vs. Reels) to optimize engagement

Self-Employed

August 2021 - April

Freelance Social Media Manager

2022

- Managed social media strategy and content creation for 3 small business clients in fitness, local retail, and professional services sectors across Instagram, Facebook, and LinkedIn
- Grew combined client follower base from 1,850 to 4,200 followers (127% growth) through targeted content strategies, local community partnerships, and consistent engagement with audience comments and messages
- Created content calendars 2 weeks in advance using Later scheduling platform, ensuring consistent posting frequency while maintaining flexibility for real-time trend participation and timely content
- Produced bi-weekly analytics reports translating platform metrics into business outcomes, demonstrating ROI through increased website traffic (avg. 34% increase) and customer inquiries (avg. 28% increase)
- Implemented user-generated content campaigns for fitness client that generated 45+ customer posts using branded hashtag, providing authentic social proof and reducing content creation workload by 30%

University Marketing Association

September 2020 - May

Social Media Lead

2022

- Led social media strategy for 400-member student organization, managing Instagram, Facebook, and LinkedIn accounts to promote

events, share member achievements, and build community engagement

- Increased Instagram engagement rate from 2.1% to 6.8% over academic year by implementing Stories strategy, creating Reels content featuring member spotlights, and optimizing posting schedule based on audience activity patterns
- Grew organization's social media following from 680 to 1,450 followers (113% growth) through event promotion, collaboration with other student organizations, and consistent content showcasing member value
- Coordinated with event planning team to create real-time social media coverage of 12 major events including conferences and workshops, posting Instagram Stories, live updates, and post-event recap content
- Trained 3 incoming social media team members on content creation best practices, brand voice guidelines, and analytics interpretation, creating documentation that standardized the organization's social media processes

EDUCATION

University of Texas at Austin

Graduated: May 2022

Bachelor of Science in Marketing

GPA: 3.7/4.0

Relevant Coursework: Social Media Strategy, Digital Marketing Analytics, Consumer Behavior, Content Marketing, Marketing Research Methods

SKILLS

Social Media Platforms

- Instagram (content strategy, Reels optimization, Stories engagement, Instagram Insights, Meta Business Suite)
- Facebook (community management, Meta Business Suite, Facebook Analytics, basic Ads Manager)
- TikTok (trend identification, content creation, analytics interpretation, For You Page optimization)
- LinkedIn (company page management, content publishing, B2B engagement, LinkedIn Analytics)
- Twitter/X (real-time engagement, trending topic participation, Twitter Analytics)

Tools & Software

- Scheduling & Management: Hootsuite, Buffer, Later, Sprout Social
 - Design & Content Creation: Canva, Adobe Photoshop, Adobe Premiere Pro, CapCut
 - Analytics: Google Analytics, Meta Business Suite Analytics, platform-native analytics dashboards
 - Collaboration: Asana, Trello, Slack, Google Workspace, Monday.com
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Core Competencies

- Content Strategy & Calendar Development
- Copywriting & Brand Voice Adaptation
- Community Management & Customer Engagement
- Data Analysis & Performance Reporting
- Trend Identification & Real-Time Marketing
- Hashtag Research & SEO Fundamentals
- Visual Storytelling & Graphic Design
- Cross-Platform Content Optimization

CERTIFICATIONS

Facebook Certified Digital Marketing Associate 2024

Meta Blueprint

HubSpot Social Media Marketing Certification 2023

HubSpot Academy

Google Analytics Individual Qualification (GAIQ) 2023

Google

Hootsuite Social Marketing Certification 2023

Hootsuite Academy

PUBLICATIONS

How Gen Z is Reshaping Instagram Marketing for Local Businesses March 2024

Digital Marketing Insights Blog

5 Social Media Mistakes Small Businesses Make (And How to Fix Them) January 2024

Austin Small Business Journal

Student Perspectives on TikTok's Evolution as a Marketing Platform November 2023

Marketing Week Online

Featured Expert