



CIARA MARTIN

S O C I A L M E D I A M A N A G E R

CONTACT

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- 🏠 Plant City, Florida

EDUCATION

Bachelor's degree
*Media Management, Production,
and Technology*
University of Florida
2027 (In Progress)

Associate's degree
Hillsborough Community
College
2024

SKILLS

- Social Media Strategy
- Content Creation
- Community Engagement
- Influencer Partnerships
- Crisis Communications
- Visual Storytelling
- Photography
- Videography
- Graphic Design
- Email Marketing
- Social Media Management Software
- Microsoft Office Suite
- Adobe Creative Suite
- Social Media Analytics
- Paid Social Advertising

CERTIFICATIONS

Part 107 Remote Pilot
Lakeland Linder Airport
2022 - 2026

PROFESSIONAL OVERVIEW

I am a social media marketing strategist with a passion for storytelling. I thrive on creating multi-platform campaigns that not only capture attention but also connect with audiences. Crafting authentic brand narratives is at the heart of what I do, blending my skills to bring stories to life in visually compelling ways. Analyzing data-driven insights guides me to refine strategies and make sure the content I create truly resonates.

WORK EXPERIENCE

Social Media Manager

The Florida Aquarium, Tampa, FL | Apr 2022 - Mar 2025

Create strategic social media initiatives to advance brand's shared purpose, audience engagement, and digital growth while leveraging data-driven insights for optimization.

- Manage social media platforms including Facebook, Instagram, X, TikTok, LinkedIn, YouTube, BlueSky, and Threads.
- Develop content calendars with platform-specific goals.
- Analyze KPIs to optimize strategies and grow digital presence.
- Oversee influencer collaborations by identifying opportunities, creating partnership guides, and managing visits.
- Contribute visually compelling photo and video to brand's digital asset library.
- Manage email marketing strategies for 300k+ subscribers including design, segmentation, and copywriting.
- Assist with crisis communications dissemination as needed.

Marketing Assistant

Upland Design LTD, Plainfield, IL | Jun 2020 - May 2021

Developed and executed compelling digital content to enhance brand storytelling. Combined creative and technical skills to produce high-impact marketing materials across multiple platforms.

- Managed social media presence, crafting engaging content within target markets.
- Designed effective proposals to secure business opportunities through persuasive copywriting and impactful imagery.
- Captured and edited high-quality multimedia content, including drone videography, photography, and motion graphics.

SOCIAL MEDIA PLATFORMS

- Facebook
- Instagram
- Threads
- X (formerly Twitter)
- BlueSky
- TikTok
- LinkedIn
- YouTube
- Pinterest

SOFTWARE/TOOLS

- Sprout Social
- Hootsuite
- Google Ads
- Meta Business Suite
- MailChimp
- WordFly
- Microsoft Suite (Excel, PowerPoint, Word, Outlook, Teams)
- Adobe Create Suite (Premier Pro, Photoshop, Lightroom, InDesign, AfterEffects, Illustrator)
- Canva
- Slack and Monday
- Zoom
- Mojo and CapCut

REFERENCES

Kelly Currington

The Florida Aquarium
813-367-4046
kcurington@flaquarium.org

Michelle Kelly

Upland Design LTD
815-254-0091

Lisa Lucas

Patio850
863-698-2026

CIARA MARTIN

SOCIAL MEDIA MANAGER

WORK EXPERIENCE

Marketing Coordinator

Midwest Industrial Sales, Garner, IL | Sep 2018 - Mar 2020

Design and execute marketing strategies to enhance brand visibility, increase sales, and maintain a strong digital presence. Provided website management, network security, and technical support to ensure smooth operations.

- Managed e-commerce product listings, optimized campaigns, and applied SEO strategies to boost traffic and sales.
- Captured and edited high-quality images and videos using Adobe Creative Suite, DSLR cameras, GoPro's, and drones.
- Executed targeted email marketing campaigns via MailChimp to drive customer engagement and conversions.
- Designed trade show displays for visually impactful booth designs.
- Managed social media presence on Facebook and Instagram.

Social Media Specialist

Patio850, Lakeland, FL | Nov 2017 - Feb 2018

Implemented strategic marketing initiatives to enhance brand visibility and attract customers through engaging content and visual storytelling.

- Managed social media presence, creating compelling content to drive engagement and visitation.
- Designed print materials and captured high-quality photography to showcase menu offerings and ambiance.

Sales Photographer

Magic Memories, Scottsdale, AZ & Orlando, FL | Oct 2016 - Feb 2018

Captured and produced high-quality visual content while driving sales and enhancing customer experiences through engaging photography and personalized service.

- Assisted in creating photography operations for new Penguin Interaction Program.
- Photographed and edited customer experiences, utilizing green screen and post-production techniques for professional photo memorabilia.
- Consistently met sales goals by upselling products and delivering exceptional customer service.