

Sophia Martinez

Social Media Manager | Community, Content & Paid Social

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PROFILE

Social Media Manager with 3.5 years of experience building brand communities for lifestyle and consumer brands. Grew combined followers from 120K to 410K, raised average engagement rate from 2.4% to 5.8%, and generated \$950K in attributed social revenue. Skilled in content strategy, short-form video, influencer partnerships, paid social, and analytics.

EXPERIENCE

Social Media Manager Jun 2023 – Present

Golden Coast Wellness Brands — Los Angeles, CA

- Lead social strategy across Instagram, TikTok, Pinterest, and LinkedIn for 3 brands; grew followers from 120K to 410K in 18 months.
- Raised average engagement rate from 2.4% to 5.8% through short-form video and a weekly creator series.
- Generated \$950K in attributed social revenue with a \$140K paid social budget at a 5.2x return on ad spend.
- Built a 45-creator influencer program that produced 2,000+ pieces of user-generated content and 12M impressions.
- Manage a team of 2 content creators and 1 community coordinator; reduced average response time to under 1 hour.

Social Media Coordinator Jul 2022 – May 2023

Pacific Lifestyle Media — Santa Monica, CA

- Scheduled and published 25+ posts per week across 5 channels with a 99% on-time rate.
- Produced weekly video content that increased average views per post by 65%.
- Monitored brand mentions and resolved 300+ customer inquiries, maintaining a 96% positive sentiment score.
- Delivered monthly analytics reports with channel insights adopted into the content plan.

HIGHLIGHTS

Viral campaign reached 4.8M accounts and drove 22,000 website visits in one week; featured in an industry marketing newsletter.

SKILLS

Social Strategy

- Content Strategy
- Editorial Calendars
- Community Management
- Influencer & Creator Partnerships
- Brand Voice
- Social Listening
- Crisis Response
- Campaign Planning

Content & Paid

- Short-Form Video (Reels, TikTok)
- Copywriting
- Meta Ads
- TikTok Ads
- Pinterest Ads
- UGC Programs

Tools

- Sprout Social
- Hootsuite
- Later
- Meta Business Suite
- Canva
- Adobe Premiere
- CapCut
- Google Analytics
- Brandwatch

EDUCATION

Bachelor of Arts in Communications

University of Southern California — Los Angeles, CA

2022 | GPA 3.6

CERTS

- Meta Certified Digital Marketing Associate
- Hootsuite Social Marketing Certification
- HubSpot Social Media Marketing Certification