

# CHEYENNE BOWERS

## SOCIAL MEDIA MANAGER

### ABOUT ME

I am a passionate content creator, marketing specialist and all-around wordsmith with three years of social media marketing experience and over six years of editorial experience who is eager to take on new projects and continue my growth.

### KEY COMPETENCIES

- Social Media Platforms
- WordPress, Squarespace, Mailchimp
- MS Office, Google Suite
- Adobe Photoshop, Premier, Canva
- Hootsuite, Sprout Social, Buffer
- Google Analytics, SEO, Facebook Ads Manager

### SKILLS

- Copywriting, Editing (AP Style)
- Social Media Strategy
- Community Engagement
- Campaign Development
- Design, Photo Editing, Video Creation
- Project Management
- Social Analysis
- Remote Work

### CONTACT DETAILS

- (309) 824-3099
- ckbowers11@gmail.com
- cheyennebowers.com
- @chebynature

### EXPERIENCE

#### Social Media + Marketing Manager

Chicago Center for Facial Plastic Surgery | October 2017-present

- Increased Instagram following by 750% for @drstevendayan with average growth of 200 followers per week
- Curate and manage social media, email and marketing content for three (3) aesthetics/beauty brands
- Established "the voice" of the brand, writing and editing all marketing copy and communicating/engaging with digital community
- Plan and execute digital marketing campaigns to promote brands
- Generate, edit, publish and share daily content including original text, images, video and in-office marketing collateral
- Enhance customer engagement through events, social media giveaways and influencer partnerships
- Leverage current social media trends to create popular, viral and relevant content

#### Social Media Manager

Vida-Flo Tampa | October 2019-present

- Created and formatted pages for Instagram and Facebook to increase new spa's visibility
- Curate and publish original social content and copy
- Optimize and research possible audiences to engage with Tampa community on social and generate interest

#### Weekend Social Media Editor

Proday Media | September 2017-January 2018

- Created and scheduled ten (10) engaging sports related social posts per day across three platforms (Facebook, Twitter, Instagram), staying up-to-date on the latest sports news and fashion
- Live tweeted college football, NFL and WNBA games, and engaged with sports community

#### Freelance Writer

Various Publications | January 2015-Present

- Pitch, research, write and edit online editorials for various publications such as Suitcase Magazine, Chicago Splash Magazine, Oceana's Azula.com, Girls Soccer Network and Organic Spa Magazine

### EDUCATION

#### DePaul University

BA Journalism | Graduated 2017

- Membership Coordinator of The Society of Professional Journalists

#### University of Westminster

Semester abroad in London, UK | January-May 2015

- Worked as part-time editorial assistant at fashion and travel publication, Suitcase Magazine.