ADRIANNA TANNER

Digital Marketer

CONTACT

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SKILLS

- Social media campaign planning & execution
- Content creation & planning
- Understanding of social media analytics & insights
- Customer service experience
- Facebook ads manager
- Photo and video production, proficient in Adobe XD, Photoshop, Indesign, and Premiere Pro
- Web design & usability
- Strong attention to detail

EDUCATION

Loyola University Chicago
Chicago,IL
Bachelor's Degree in Digital Media
Minor in Marketing
Class of 2020

WORK EXPERIENCE

Social Media Strategist

EDM Maniac |May 2021- Present

- Plan, create, & publish interactive content for multiple social media accounts on platforms such as Instagram, TikTok, and Twitter.
- Market & promote live events and live streams to a variety of audiences.
- Outreach to artist managers for collaboration which included interviews, blogs, and social content. Conducted said interviews and produced resulting content.
- Attend live events such as festivals & concerts to gather media coverage & produce content such as photos, videos, and blogs.
-Follow & understand trends on social media & within the dance music industry.

Social Media & Marketing Manager

VagaJobs | August 2020 -April 2021

- Plan & publish all social media content including images, graphics, captions, videos, etc. to multiple platforms including Instagram, Facebook, and TikTok.
- Edit photos & videos for publishing.
- Interact with followers & targeted community to grow engagement via commenting, direct messaging, & utilizing appropriate hashtags.
- Create & manage ads using Facebook Ads Manager.
- Analyze data via Google Analytics & Facebook Ads Manager to improve marketing strategies.
- Assist with other various business operations such as consulting on website design, customer service, & managing accounts.

Event Programming Intern

Fort Knox Studios | January 2020 - May 2020

- Worked directly with artists to develop & maintain relationships to ensure a great experience.
- Planned & promoted Fort Knox Studios community events.
- Designed & created weekly social media content.
- Drafted emails to communicate with tenants regarding community news, building updates, & upcoming events.