

Fiona Burrows

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EXPERIENCE

Social Media Manager

July 2022 - February 2023

DB&M Media | Costa Mesa, CA

- Provided full-suite social media marketing services to clients including brand development, social media campaign creation, paid social advertising, analysis, and photo, video, and graphic design content.
- Created targeted advertising campaigns through Meta Ads Manager that reached 300,000 unique users.
- Managed photo and video shoots including videographers, actors, influencers, and food stylists to ensure client satisfaction on tight timelines.
- Increased account engagement from Q3 to Q4 by 1034% through Meta Ad campaigns, giveaways, and improved social media strategy.

Freelance Social Media Manager

September 2018 - Current

Calmspacela, chapmanonbroadway, castchapman, various | Orange, CA

- Built social media strategy and developed unique brand identities for a diverse clientele in various industries including luxury real estate, professional organization, and the performing arts.
- Increased engagement by 851% by quickly taking advantage of trends and generating meme content.
- Developed a campaign about diversity in theatre spaces and raised \$450+ for various causes.

Marketing Intern

August 2021 - December 2021

Segerstrom Center for the Arts | Costa Mesa, CA

- Promoted SCFTA programs from Broadway touring shows to educational programs through digital marketing and social media campaigns that reached over 27k followers.
- Designed graphics and edited photo/video content for social media and print marketing campaigns.
- Developed professional knowledge of non-profit arts administration, project management, search engine optimization, public relations, brand management, influencer curation, and strategy development.

Marketing Assistant

July 2021 - August 2021

MoonSchool at 42nd Street Moon | San Francisco, CA

- Developed an engaging social media campaign covering the production of Annie Kids through the education sector of 42nd Street Moon, MoonSchool.
- Conducted market research on audience demographics, competitors, and engagement trends to further reach through data-based analysis that increased engagement by 14%.
- Generated photo, video, and graphics content on a tight schedule developed by the marketing team.

EDUCATION

B.A. Communication Studies, B.A. Theatre Studies | Chapman University

Awards: Dean's Scholarship, Ron Thronson Outstanding One-Act Production

SKILLS

Certifications: Meta Certified Digital Marketing Associate, Meta Certified Creative Strategy Professional

Social Media: Instagram, Facebook, Twitter, TikTok, Youtube, LinkedIn, Pinterest, Reddit

Programs: Linktree, Bit.ly, Later, Hootsuite, Facebook Creator's Studio, Meta Ads Manager, Canva, Adobe Creative Cloud (Adobe Express, Illustrator, Photoshop), Asana, Slack, Microsoft Office (Teams, Outlook, Excel, Word, PowerPoint), Google Drive (Docs, Sheets, Slides, Gmail, Calendar), MailChimp

Analytics: Search Engine Optimization (SEO), market research, KPI tracking

Copywriting: Press releases, social copy, digital copy, print copy, blog posts, news articles

Strategy: Budget creation, calendar management, brand development, brand management, strategy creation, strategy implementation