

KELLY VANEGAS

Social Media Marketing Specialist

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WORK EXPERIENCE

Social Media Coordinator, *Minerva Beauty Inc.*

August 2022 - Present

- Manage and create engaging content across TikTok, Instagram, Pinterest, THREADS, and Facebook to drive brand growth and sales.
- Oversee influencer partnerships, content strategy, and analytics using tools such as Dash Hudson.
- Collaborate with brands like Amika, L'ANZA, and Moroccanoil on campaigns, giveaways, and brand promotions.
- Serve as the company's sole Spanish translator, ensuring clear and effective client communication.
- Contribute to lookbook creation and support key events, including the BTC Show and Bronner Bros.

Digital Marketing Strategist, *Leads Near Me*

June 2022 - July 2022

- Oversaw social media accounts for over 20 clients, creating personalized posts to boost engagement and reach.
- Wrote blogs, contributed to website edits, and optimized SEO and Google My Business (GMB) profiles to enhance visibility.
- Served as a Spanish translator to meet client communication needs.
- Managed and edited LNM content published in Ratchet + Wrench Magazine.

Senior Intern, *Society of American Baseball Research*

Spring 2021

- Edited over 20 blogs weekly on the official site using WordPress and BBEdit for content creation and optimization.
- Managed file organization and document storage to ensure efficiency and consistency.

Content Creation Intern, *The Dean's List*

Summer 2020

- Structured and maintained content strategy for Facebook and Twitter by posting daily, engaging with the audience, and curating visually appealing content using photography and graphics.
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EDUCATION

University of Georgia

Class of Spring 2021

Bachelor's degree in Journalism with a Minor in Spanish,

University Programs

- The Red&Black Newspaper
 - Grady Sports Media Program
 - Women In Media
 - Executive Board: National Association of Hispanic Journalists
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EXPERTISE

- Canva
 - Social Marketing Strategy
 - Premiere
 - AP Style
 - Photography
 - Search Engine Optimization
 - Content Writing
 - Videography
 - Google My Business
 - Copywriting
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CERTIFICATION

Sports Media Certificate