

Zoar Dou

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Employment Experience

[Social Media Manager] 2018- currently

o Lifestyle blog: [@zoarsworld on Instagram](#)

- Analyze, develop, and evaluate business goals and brand image objectives for cross platform integration of various marketing techniques and sales strategies
- Create content by taking photos and videos of daily activities and product UGC to create organic content
- Create content: select and/or edit and organize curated photos and videos for consistent brand presence
- Edit content to optimize material, highlight products, engage the audience, or reach intended marketing goal
- Post content (video/image/text) of routine or lifestyle, ootds, product reviews, quizzes, interactive questions
- Organize and store content and content planning on *Google Drive (Google Docs)/(Google Sheets)*, using *Google photos or iCloud and IOS*
- Content scheduling on *Metricool* and/or *Honeybook*
- Analytics management and target audience research for measuring KPIs
- Marketing/sales campaigns using different ad analytics and content creation tools
- Answer all comments and direct messages from followers or leads, potential sponsors, current brand ambassadorships or partners
- Maintain communications with companies looking to collaborate: e-mail, phone, video conferencing
- Maintain relationship with current partners and collaborators: e-mail, phone, video conferencing
- Do market research as well as form strong understanding of current trends, lead potentials, and campaigns
- Use insights and analytics to optimize overall performance and produce reports on a consistent basis

o Also on *tiktok*: [@zoarsworld](#)

- Create UGC content and post frequently to keep followers engaged and reach more followers
- Follower engagement: commenting, replying to followers, prospecting leads, communication with organizations, and business entities to keep marketing efforts in line with the brands objectives and goals
- Maintain communications with companies looking to collaborate: e-mail, phone, video conferencing
- Maintain relationships with current partners and sponsors: e-mail, phone, video conferencing
- Keep updated on all trending topics and marketing campaigns
- Overall use of platform to inform, learn, communicate, and build on brand objectives
- Review analytics and measure performance and campaigns

o *Instapoetry* presence: [@writemyhoarsdown_ on Instagram](#)

- Create written content, specifically poetry, sayings, platitudes or epigrams, motivational or witty thoughts
- Create content using content creation and editing tools like *Canva* and *Adobe Express*
- Schedule and post content (video/image/text) of routine or daily activities and events, product reviews, quizzes, interactive questions
- Organize and store content on *Google Drive (Google Docs)* and *Google Photos*
- Answer all comments and direct messages from followers & leads, potential sponsors, and current brand ambassadors or partners
- Maintain communications with companies looking to collaborate: e-mail, phone, video conferencing
- Maintain relationship with current partners and sponsors: e-mail, phone, video conferencing
- Do target audience research as well as form strong understanding of current and potential brand partners and marketing campaigns and use insights and analytics to optimize overall performance

Employment Objective

To obtain a position within a company where I can use my skills and talents, add to my experience, and where I can feel like I am a team player.

Education

*Miami Sunset Senior High School,
Graduated 2009*

*Full Sail University, Media
Communications B.S. - currently attending*

Certificates and Training

- LinkedIn: Learning Adobe Spark, 2020
- LinkedIn: Learning Personal Branding, 2020
- LinkedIn: Social Media Marketing: ROI, 2020
- LinkedIn: SEO for Social Media, 2020
- LinkedIn: Social Media Marketing for Small Business, 2020
- Hubspot Academy: Social Media Marketing, 2023

Skills and Talents

- Bilingual: English and Spanish
- Microsoft Office: Microsoft Outlook, Excel, Word, & PowerPoint
- Data Management: *Metricool*, *Hubspot*, *Hootsuite*, *Google Analytics*, *Sprout Social*
- Operating Systems: *iOS*, *Mac OS*, *Android*, *Windows*, *Chrome OS*
- Cloud Storage: *Dropbox*, *Google Drive*, *iCloud*, *OneDrive*
- Photo and video editing experience: *Canva*, *Adobe Express*, *Adobe Creative Cloud -Adobe Premiere Rush*, *Adobe Lightroom*, *Adobe Spark Video*, *Unfold*, *Cap-Cut*, *Apple iMovie* and *Clips*
- Developed vision, creativity, and content creation production geared towards branding objectives