



BIANKA CHAN

S O C I A L M E D I A
P R O F E S S I O N A L

PROFILE

I am a results-driven and creative Social Media Manager with 2 years of experience in crafting and executing effective social media strategies for diverse brands and businesses. With a passion for digital marketing, I have a proven track record of enhancing brand visibility, engagement, and growth across various social media platforms. My strong analytical skills, creative mindset, and commitment to staying updated with industry trends enable me to deliver measurable and impactful results.

CONTACT

📞 954-991-1461

✉️ biankachan4@gmail.com

📍 Miami, Florida

SKILLS

- Web Design
- Content Creation
- Search Engine Optimization
- Copywriting
- Social Media Platform Knowledge
- Strategy Development
- Computer Literacy
- Advertising and Promotion
- Strong Communication
- Trend Awareness

EDUCATION

WESTERN HIGH SCHOOL

3.5 GPA/ Honors

2015-2019

BROWARD COLLEGE

ASSOCIATES OF ARTS
BUSINESS SPECIALIST

2020-2023

EXPERIENCE

FREELANCE CONTENT CREATOR, DIGITAL MARKETER, AND SOCIAL MEDIA MANAGER

Self-Employed

March 2024- Present

- Develop, create, and edit engaging content for blogs, websites, social media, and marketing materials.
- Optimize written and visual content for SEO and audience engagement.
- Develop and implement digital marketing strategies to increase brand visibility and lead generation.
- Conduct market research to identify new digital marketing trends and opportunities.
- Engage with followers and respond to inquiries and comments in a timely manner.
- Run paid social media campaigns, including audience targeting and budget management.
- Collaborate with influencers and brand partners to expand reach and engagement.
- Analyze and report on campaign performance using Google Analytics and other tools.
- Successfully conducted operations to grow social media engagement and traffic using effective marketing strategies.

CONTENT CREATOR

CYZL APP

September 2023 - March 2024

- Develop and execute content strategies to meet specific goals, such as increasing website traffic, brand awareness, or lead generation.
- Plan and maintain content calendars to ensure a consistent publishing schedule and timely delivery of content.
- Collaborated with marketing teams to create event-specific promotional materials.
- Produce high-quality content for social media platforms, blogs, and the app, including photos, videos, and written articles about nightlife venues and restaurants.



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EXPERIENCE (CONTINUED)

ADMINISTRATIVE ASSISTANT

PROVENANCE WEALTH ADVISORS

August 2022 - October 2023

- Participated in Graphic Designing for Financial Plans.
- Collaborated with the operations team to meet production and delivery deadlines.
- Provided comprehensive administrative support to financial advisors and executives.
- Coordinated with advisors to gather necessary data for client portfolios and performance reviews.
- Utilized CRM systems to maintain client information and track ongoing activities.

OPERATIONS MANAGER FOR EVENT

MIAMI HACK WEEK

January 2022-August 2022

- Managed the company's social media and optimized online presence.
- Assist in the production of the world's largest federated hackathon.
- Assist with project management and handling correspondence
- Develop and execute comprehensive plans for the hackathon, including scheduling, logistics, and resource management.
- Work closely with cross-functional teams (marketing, development) to align event goals and ensure objectives are met.
- Coordinate participant registration, manage check-ins, and ensure smooth onboarding of hackathon participants.
- Secure sponsorships and partnerships, maintaining strong relationships with key stakeholders.
- Organize the presentation of final projects and the award ceremony for winning teams.

EXECUTIVE ASSISTANT

CHAN CONSTRUCTION CORP

April 2016-December 2021

- Developing and implementing financial strategies to support the company's growth and profitability goals.
- Managed online company presence.
- Analyzing financial data to provide insights into the company's financial performance
- Establishing and maintaining robust financial systems and controls.
- Maintain and organize construction project files, contracts, permits, and blueprints.
- Draft and send professional correspondence, meeting minutes, and reports.

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