

SAGE FARLEY

Social Media Management & Influencer Marketing

Skilled social media & influencer marketer with a proven track record of developing and executing successful campaigns. Expertise in social media platforms and influencer marketing trends. Mastered the art of creating compelling content that resonates with target audiences. Deep understanding of the influencer landscape and the ability to leverage this knowledge to identify and collaborate with top talent to drive brand awareness and engagement. Focused on staying ahead of the curve by constantly seeking new opportunities to maximize results and deliver exceptional ROI.

Work Experience

Social Media & Influencer Marketing Specialist

ARSENL Agency

May 2023 to Present (9 months)

- Leveraged strategic influencer partnerships to enhance visibility and engagement across social media platforms for various clients
- Directed a small creative team in the development of high-quality graphics and video content aligned with brand objectives, resulting in increased audience engagement and brand resonance across multiple clients
- Implemented Airtable to streamline influencer campaign management, facilitating efficient tracking of campaign progress, influencer communication, and performance analytics for informed decision-making

Social Media Influencer Marketing Specialist

Ashley Global Retail

July 2022 to May 2023 (10 months)

- Successfully optimized influencer partnerships, **reducing cost per impression from 0.06 to 0.03** through strategic planning and **effective negotiation**
- Developed and maintained a **database of influencer partnerships** and tracked performance metrics, analyzing data to identify trends and adjust strategies as needed
- Created a **comprehensive inventory of owned content**, including content with ad rights and organic use content, notifying cross-functional teams when new content is added and at various increments to ensure the best content is utilized and tracked effectively
- Developed and implemented organization and tracking systems for social media content and performance, creating a **centralized database that houses all content and performance metrics** for easy access and analysis
- Successfully negotiated influencer contracts, ensuring alignment with business objectives and brand messaging while maintaining a cost-effective approach, included increased ownership of content for extended use
- Developed and implemented a system for working with brand partners to order product at cost, resulting in a significant reduction in expenses while maintaining product quality and timely delivery to influencers
- Developed **extensive how-to doc for the program**, so that all processes and databases can live-on after my departure from company in order to ensure no content and trackers were lost

Cocktail Server

Birchwood Canopy

July 2021 to Nov 2022 (1 year 5 months)

- Demonstrated excellent **time management skills**, balancing multiple tables while

LinkedIn Profile

farley.sage@gmail.com

(727)-798-1998

Relevant Skills

- Microsoft Office
- Final Cut Pro
- Lightroom
- Photography
- Mavrck (Influencer Platform)
- Intelagree (Influencer Contracts)
- Airtable
- Google Analytics
- Out-of-the-box thinking
- Social Media Strategy
- Negotiation Skills
- Problem-solver
- Content Creation and Curation
- Social Media Analytics and Reporting
- Social Media Scheduling and ContentCalendar Management
- Up to date on Trends and Best Practices for all relevant Social Platforms
- Project Management and Organizational Skills

Education History

Bachelor of Science in Chemistry

Institution: McGill

University

Year of Graduation: 2021

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Work Experience (cont.)

Social Media & Content Coordinator

Hey Honey Skin Care

Dec 2021 to April 2022 (5 months)

- Developed and executed successful social media campaigns, increasing brand awareness and engagement
- Managed influencer partnerships, collaborating with influencers to create compelling sponsored content and drive brand awareness and engagement

Hostess & Cocktail Server

The Urban Stillhouse

Aug 2020 to Dec 2020 (5 months)

- Provided exceptional customer service by greeting and engaging with guests, taking drink orders, and delivering beverages in a timely manner.
- Demonstrated excellent time management skills by efficiently balancing the needs of multiple guests, accurately taking and delivering orders, and providing attentive service throughout the shift.

Social Media Coordinator

L'Freschet Skincare

June 2020 to Oct 2020 (5 months)

- Stayed up-to-date with social media trends and best practices, identifying new opportunities to enhance social media presence and increase brand exposure
- Managed all aspects of social media posting, including scheduling, publishing, and monitoring engagement

Social Media Manager

Lucas & Voigt

Aug 2016 to May 2019 (2 years 10 months)

- Developed and executed comprehensive social media strategies to enhance brand visibility and engagement.
- Created engaging and visually appealing content, including graphics, photos, and videos, to drive user interaction and increase followership.
- Applied artistic vision and technical expertise to capture stunning and visually compelling photographs.
- Demonstrated exceptional proficiency in utilizing lighting, composition, and perspective to create captivating images.
- Leveraged advanced knowledge of camera equipment and settings to optimize image quality and achieve desired visual effects.
- Developed and executed creative concepts and themes for photo shoots, ensuring alignment with client's vision and brand identity.

Outside Interests

- **Content Creation:** Started creating content a while back, and found a passion for photo/video capture and editing.
- **Real Estate:** Enjoy refurbishing and flipping houses on a budget. This allows for creative thinking in order to achieve our desired look within the budget we have. It also requires a high level of project management and organization.